

The International Association for Adolescent Health (IAAH) is a multidisciplinary, non-government organization which aims to improve the health, development, and wellbeing of 10-24-year-old adolescents and young adults in every region of the world.

Our mission is to:

- Enhance individual competencies, national capacity, and global investment in adolescent health,
- Catalyze local, regional, and international connections between the multidisciplinary, professionals who work with adolescents, the organizations that support them, and young people themselves,
- Expand national associations for adolescent health.

Position title: Social Media Specialist

Salary: \$16-\$25 USD per hour, commensurate with experience/4 hours per week, 12 month contract

Position overview: The IAAH social media specialist is responsible for developing content for the IAAH's social media accounts (Twitter, Instagram, LinkedIn, Facebook, YouTube), monitoring the accounts, responding to questions/comments, and producing quarterly analytics reports. Social media content should align with the IAAH marketing plan/promotions calendar, with directions from IAAH leadership, the IAAH communications team, and IAAH Young Professionals Network communications team. This role is focused on driving additional engagement on social media, encouraging visitors to deepen their connection with IAAH, and advancing a consistent digital voice for the IAAH.

Responsibilities

- Create content and stories, in conjunction with the IAAH leadership and the IAAH communications committee, for posting on social media channels, live tweeting, live chats, Facebook Live and other IAAH social platforms.
- Promote global adolescent health related initiatives, and emerging matters via IAAH social media channels. This includes being available to post live during various adolescent health conferences/events.
- Monitor IAAH social media discussions and report on emerging global adolescent health topics.
- Produce analytic summary reports evaluating the effectiveness of social media campaigns, individual messages among communities, constituent participation, and other key performance indicators.
- Actively share global adolescent and young adult health information gleaned from social media and digital media activities with other partner associations.
- Remain engaged and aware of emerging social media and networking platforms which may be of utility to the IAAH.

Qualifications

Required Qualifications:

- BA/BS or higher qualification and/or suitable experience in communications, marketing, media, journalism, or science communication

- Exceptional written and strong oral communication skills
- Experience using social media platforms to promote a brand or advocacy causes
- Knowledge of social media best practices, including knowledge of Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Knowledge of social media content creation programs (i.e. Canva) and marketing tools (i.e. Buffer)
- Excellent project and time management skills, with the ability to manage competing priorities and meet deadlines
- High level of initiative with the ability to work autonomously and remotely and be able to interface with international colleagues and at global events
- Ability to be available during non-traditional Central Standard Time work hours
- Native or Bilingual English proficiency

Preferred Qualifications:

- Experience working in a cross-cultural context
- Demonstrate ability to communicate with diverse audiences, including an ability to explain complex issues that relate to health, human rights, and potentially stigmatizing issues in a simple manner

Conditions of Employment

This position is for 4 hours per week, for 12 months. Performance evaluations at 3 months and 6 months will occur. Supervisor will be located in the United States, candidates are not required to reside in the US, however, if they do not, candidates must be able to connect live with supervisor, which may require work during non-traditional work hours.

How to Apply

Applications must be submitted online. To be considered for this position, please [click here](#) and follow the instructions.