



Disrupt. Build. Be Well.

## **BLD PWR Social Media Coordinator Position**

*BLD PWR's mission is to grow a culture of radical liberation and ecological and mental wellness for the most vulnerable by organizing, educating and activating the entertainment industry in partnership with grassroots movements.*

### **Social Media Coordinator**

Looking for a highly efficient, organized and creative Social Media Coordinator with a background/interest in graphic design and video editing. This candidate must have a passion for creating content that will grow our community and brand awareness. They must navigate the ever-evolving social landscape, emerging social platforms, and to grow the brand's social presence.

### **Key Responsibilities:**

#### **Digital Content Creation & Management**

- Manage brand, program, event and campaign content on digital channels ensuring it serves organization-wide priorities and audience engagement.
- Create content using a social justice lens and perspective geared toward liberation and wellness.
- Produce creative, effective visual materials, including video that tell compelling stories about our programs and campaigns.
- Use production skills to shoot stills for events, capture video of events, efficiently edit, and caption content.
- Creates avenues for all content to be accessible ie. captioning, photo descriptions etc.
- Maintain and produce a clear and consistent content calendar that is presented to the Creative Director for weekly approvals.
- Co-create and collaborate with the Creative Director in designing social assets.
- Lead on copy creation for posts with edit support from Creative Director.
- Ensure brand consistency and strategic alignment across all platforms and outlets.
- Brainstorm with the team for new content ideas.
- Optimize social media channels and communications daily through direct engagement, increasing traffic and executing new content ideas for social media; Instagram, Twitter, Youtube.

#### **Metrics and Technology**

- Research and take a data-driven approach to inform and activate overall social strategy to increase awareness and engagement.



Disrupt. Build. Be Well.

- Utilize metrics to analyze growth, trends, brand loyalty, audience engagement, actionable insights, and overall performance and record social media insights & metrics monthly and quarterly.
- Proactively develop best practices and standard to ensure we can scale our social media strategy, including evaluating and integrating any software tools to support our programs and campaigns.
- Monitoring social media for issues of interest to wellness, liberation and entertainment, and that may have an impact on our work.
- Track trends and viral memes on social media and identify when and how the organization and staff can best engage.
- Maintain and organize organizational assets including content, photo and video library.
- Assist with live streaming efforts, and other program and organizing staff to determine the best streaming platform and help with the technical logistics.
- Coordinating with our program and organizing teams to create and implement opportunities for people to share their activities on social media through shared links on the BLDPWR website, coordinate on action alerts, and fundraising campaigns or re-adjustments based on metrics and data.

**Qualifications:**

- 3+ years of extensive agency/contractor experience creating innovative and ground-breaking digital content for influencers, branded partnerships, or digital entertainment companies.
- Passion for staying ahead of new technologies and platforms that assist with productivity and connecting with the community.
- Able to confidently communicate and manage timelines, projects milestones, and expectations to the content team.
- Must be a passionate and motivated self-starter who can thrive in a smaller, fast-paced, high growth organization with a flexible and active work environment
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical initiatives.
- Experience working in an organizing and campaign environment.
- Must be comfortable with basic video edit tasks for social media from BLD PWR events.

**Requirements:**

- Must currently reside in Los Angeles.
- Comfortable and well-versed in radical, abolitionist ideology and progressive politics.
- The candidate must be passionate about creating content that inspires action, connection and conversation with the community.
- Proficiency in Canva, photoshop, Illustrator, Google Suite, Slack, Hootsuite (or similar posting platforms) preferred.
- Strong attention to detail, an eye for design, and copywriting skills.



Disrupt. Build. Be Well.

## **INCLUSION AND EQUITY**

This is a full-time, exempt position, ideally based in Los Angeles. Compensation package, including benefits, is competitive and salary is commensurate with experience. All that you are is welcome here - with your purpose, gifts, and strengths. BLD PWR is an equal opportunity employer and is committed to cultivating a team that reflects the rich diversity of Los Angeles, and an environment that centers wellness, liberation and joy! We do not discriminate on the basis of race, color, national origin, religion, age, sexual orientation, gender identity or expression, marital or domestic partner status, veteran status, medical condition, mental or physical disability which would not prevent the performance of essential job duties without reasonable accommodation.

## **WHO WE ARE:**

**BLD PWR** is a 501 (c)(3) non-profit & non-partisan, grassroots liberation initiative, serving as a sponsored project of “Community Partners” whose mission is to grow a culture of radical liberation and ecological and mental wellness for the most vulnerable by organizing, educating and activating the entertainment industry in partnership with grassroots movements. We partner with grassroots causes & non-profit organizations at the intersections of gender, economic, immigration, environmental, & racial justice movements to transform culture and systems.

**BLD PWR** is focused on building and driving liberation culture – a culture that wraps the most vulnerable in care, wholeness and radical love. We do this by curating safe spaces to connect and educate the entertainment community to grassroots leaders, and organizing an inclusive community in entertainment & sports to leverage our voices and tools to disrupt systemic oppression, combat state-sanctioned violence, and amplify healing practices and mental health resources.

Our Co-Founder, Kendrick Sampson is recognized actor, producer and abolitionist; from his upbringing in the arts and acting experience in nuanced portrayals of black men in projects, he was inspired to co-create the BLD PWR initiative with Tia Oso and Mike De La Rocha as a call to action and a safe space to learn and organize the entertainment community. Kendrick’s focus has been on intersectional racial justice and the undoing of systemic oppression in the criminal legal system.

Our Co-Founder, Tia Oso is a transformational organizer and strategist. She is a community engagement professional specializing in social change initiatives. She currently serves as Communications Director at the Action Center on Race & the Economy. From BAJI to Black Lives Matter, Tia has organized for over 10 years, leading campaigns to mobilize thousands of advocates for various issues in the public interest including racial justice, public art and arts education, immigrant and refugee rights, prison abolition, voting rights, access and engagement, economic equity and gentrification, equity in the tech industry, human rights, and international solidarity.

Our Co-Founder, Mike de la Rocha also has deep roots in music and social justice advocacy with great success in social activism and political campaigns. He has driven large-scale policy changes and advanced campaigns to engage entertainers to use their platforms to fight for system impacted people in felony reductions (Proposition 47, Athletes for Impact) and to end the school to prison pipeline (#SchoolsNotPrisons).

In collaboration with the BLD PWR Board, our founders are fighting for systemic change; building a Community Council of experts and change makers, and expanding community partnerships.