



Position Announcement

Digital Media Maven

Reports to: Community Engagement Manager

Compensation: \$20-25/hour, depending on experience and/or multilingual proficiency

Employment Classification: Hourly, Non-Exempt

Hours: 20 -25 hours per week

Anticipated Start Date: October 1, 2022

Anticipated End Date: August 31, 2023

Location: Portland Metro Area, Oregon, USA

Office: We are a hybrid workplace, with both remote and in-office capacity. You can work where you feel most comfortable and competent

Benefits: Flexible hours, ten paid holidays annually, paid sick leave

Who we are:

The Street Trust is a non-profit organization that advocates for multimodal transportation options that prioritize safety, accessibility, equity, and climate justice in the Portland Metro Region and beyond. We envision a community where everyone has access to safe, healthy, and affordable transportation options in the neighborhoods where they live, work, learn, pray, and play. We want all residents to share equally in the prosperity created by investments in active transportation regardless of race, ethnicity, religion, ability, income, or socioeconomic status.

Who you are:

You are a reliable, effective communicator and collaborator who cares deeply about the residents of our region. You have a strong affinity with TST's mission and are passionate about climate change, environmental justice, and/or public and active transportation. You are committed to apply equity as both a process and an outcome, with an interest in disrupting systems that drive inequality - including racism, sexism, cissexism, and poverty and want to get the public excited about systems change. You

don't mind working on multiple tasks at once and are happy to pitch in where needed.

Position summary:

As the Digital Media Maven you will join a talented and dedicated team of professionals advancing The Street Trust's mission. You will work closely with the Community Engagement Manager and cooperatively with the TST staff, board, and volunteers to engage the public and grow support for the organization's day-to-day activities.

Primary responsibilities:

- Promote public awareness of and grow interest in The Street Trust programs, events, advocacy, and campaigns by creating original content through a variety of online and social media platforms, including Twitter, Instagram, Facebook, LinkedIn, YouTube, and TikTok.
- Create social media content for various social media platforms in a thoughtful and creative manner consistent with the TST branding and style
- Attend events to document via photograph and video and share to social media, our website, blog, and newsletter
- Light graphic design and video editing in Canva/Photoshop/Adobe Premiere Pro for social media, websites, email and event flyers
- Work with staff and volunteers when possible to help create compelling social media and blog posts
- Respond to social media comments within 1 working day, with tact, wit, and professional sensibility
- Use scheduling tools to post to social media outlets on days off
- Work with Grants & Impact manager to create monthly reports reflecting social media activities and impact
- Attend bi-weekly staff meetings (via Zoom)
- Engage with staff and boards in online workspaces for remote work
- Maintain a detailed and accurate timesheet on a monthly basis
- Support content creation for emails and newsletter in collaboration with Executive Director and staff
- Monitor digital communication tools and ensure necessary subscriptions, platforms, and other tools are working effectively and efficiently; research and procure technology as needed

Job requirements:

- Experience in communications, marketing, and social media
- Proactive get-it-done attitude with an eye for detail
- Collaborative teamwork with great communication and problem solving skills
- General knowledge of digital strategies and technology
- Strong organizational, multi-tasking, and time management skills
- Proficient in Google Docs, Slack, WordPress, Canva
- Experience with graphic design (Photoshop and/or Adobe Premiere Pro a plus)

- Experience with EveryAction CRM (a super plus)
- Understanding how racism, sexism, and other forms of systemic injustice intersect with the work of nonprofits like The Street Trust
- Strong project management and organizational skills
- Strong written and public communication skills, including crafting engaging emails and newsletters free from typos
- Demonstrated success working in diverse teams and contexts
- Fluent in English and able to proofread your own written communications for spelling and punctuation errors
- Other duties as assigned

Desired skills & experience:

- Fluency in multiple languages (Spanish preferred)
- Experience running Zoom meeting platform for video and audio conferencing, chat, and webinars
- Familiarity with Slack (team communications app)

Equity/EEO statement:

We envision a community where everyone, from all racial backgrounds, has access to safe, healthy, and affordable transportation options in their neighborhoods. We want all residents to share equally in the prosperity created by investments in active transportation regardless of race, income, and socio-economic status.

The Street Trust is an equal opportunity employer and does not discriminate on the basis of sex, age, race, color, religion, marital status, national origin, disability, sexual orientation, veteran status, or other protected status in accordance with applicable federal and state equal employment opportunity laws. Candidates of color are strongly encouraged to apply. The Street Trust is committed to building a culturally diverse and inclusive environment. The organization is committed to racial equity across the organization: in our service to stakeholders, in our workforce composition and practices, and in our organizational culture. Applicants with disabilities may request accommodations to complete the application and selection process.

Application Procedure:

Submit a cover letter and resume in a single PDF format to [hiring@thestreettrust.org](mailto: hiring@thestreettrust.org). Please put “Social Media Maven” in the subject line. Since we will be using your resume and cover letter to assess your qualifications for the position, you are strongly encouraged to make sure that your submitted materials demonstrate the job requirements listed above. Feel free to get creative and don’t hesitate to apply if you think you can do the job well!