

Social Media Content Creator

Compensation: \$10 per hour, up to 20 hours per week

Organizational overview: Neighborhood Nexus is a civic datashop that helps nonprofits across Metro Atlanta make informed policy, program, and funding decisions. By using community data, nonprofits are better able to deliver the right solutions to the right people in the right communities. Nexus is a nonprofit organization under the fiscal sponsorship of the Community Foundation for Greater Atlanta.

Job overview: Can you make data go viral? Nexus is seeking a creative and motivated part-time Social Media Content Creator to join our team. Currently, Nexus uses LinkedIn as its primary social channel to engage with business and nonprofit leaders across Georgia. We are now looking for a creator to take us to new platforms (e.g., Instagram, TikTok) to engage with the general public. You will be responsible for creating engaging and informative content across these new platforms to raise awareness about community trends, insight, and their impacts on our diverse communities.

Key Responsibilities

- Support the development of a social media content strategy that aligns with our mission
- Create and schedule regular content for platforms such as Instagram and TikTok, including graphics, videos, and written posts
- Monitor social media trends and incorporate relevant topics and hashtags into our content to increase engagement and reach
- Collaborate with our data analysis team to translate complex data insights and topics into accessible and visually appealing content for our audience
- Analyze social media metrics to assess the effectiveness of content and adjust strategies accordingly

Qualifications

- Experience in social media content creation
- Excellent writing, editing, and communication skills
- Strong graphic design skills and familiarity with design software (e.g., Adobe, Canva)
- Comfortable reading and communicating with data and maps
- Passion for driving positive change in the community
- Self-motivated and able to work independently with minimal supervision