



**ZAKAT**  
FOUNDATION  
of AMERICA

*The Leader in Empowering Lives Through Zakat*

## Social Media Specialist

### Job Summary

Zakat Foundation of America is an international charity organization that helps generous and caring people reach out to those in need. Our goal is to address immediate needs and ensure the self-reliance of the poorest people around the world with Zakat and Sadaqah dollars of privileged Muslims and the support of other generous donors.

The Social Media Specialist is responsible for creating, planning, implementing and monitoring the organization's Social Media strategy in order to increase brand awareness, and grow the brand's audience, and grow increase community engagement. The ideal candidate must have a creative sensibility along with the technological know-how to navigate the world of Social Media. The specialist must possess the skills needed to handle various online marketing efforts with the ability to analyze digital data.

Social Media Specialist will report to the Digital Marketing Manager and also receive direction from the Head of Marketing & Communications.

### Duties and Responsibilities

- Develop and manage an editorial content calendar for all social media content
- Develop social media content for Instagram, Facebook, YouTube, Twitter and other channels as determined
- Work with a creative designer to create compelling story-telling visuals
- Measure the success of every social media campaign using benchmarking and KPIs
- Co-lead the development of a social media marketing plan
- Track and analyze analytics report to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Stay up to date with the latest social media best practices and technologies
- Use social media marketing tools such as Buffer, Co-Schedule, and Sprout Social
- Work with staff; writers and designers to ensure content is informative and appealing
- Collaborate daily with Marketing Communications team
- Monitor user engagement and suggest content optimization
- Lead the growth of the social media presence online by identifying trends, assessing analytics and optimizing performance based on insights



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- Assist with crisis management, bad reviews, and negative news communications
- Assure discreet handling of all work, and maintain confidentiality.
- Generate, edit, publish, and share content daily (original text, images, video, and HTML)
- Build meaningful connections and encourage community members through dialog and messaging
- Moderate user-generated content and messages appropriately, based on company and community policies

### Requirements

- Bachelor's degree in marketing, communication, or related field
- 3+ years' experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.)
- Knowledge of project management and web design best practices and publishing
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Flexibility with working after hours or on weekends to manage social channels as needed
- Strong written and verbal communication skills
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Fluency in Arabic a plus
- Exercise sound judgment and consult with team lead when necessary.
- Work effectively with people from culturally diverse backgrounds.
- Applicants must be U.S. citizens, U.S. permanent resident, or otherwise legally authorized to work in the U.S. No visa sponsorships.

### Job Location:

Zakat Foundation of America Headquarters, Bridgeview, IL

### Environment

1. The work is office based.
2. Position requires frequent and regular phone and computer use.
3. Workplace is smoke-free and drug-free environment.
4. Equal opportunity employer



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### To Apply

1. Interested candidates with a combination of significant, relevant on-the-job experience and education meeting the minimum requirements may apply.
2. Submit the following: a cover letter describing your interest in this position, résumé and salary requirements. Incomplete applications may not be considered.
3. **Email applications to [jobs@zakat.org](mailto:jobs@zakat.org) with Social Media Specialist -YOUR- LAST-NAME in the subject line.** NO PHONE CALLS will be accepted regarding this position.

*This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor*