



ZAKAT
FOUNDATION
of AMERICA

The Leader in Empowering Lives Through Zakat

Social Media Specialist

Job Summary

Zakat Foundation of America (ZF) 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 Sadaqa dollars of privileged Muslims and the support of other generous donors.

Social Media Specialist is responsible for creating, planning, implementing and monitoring ZFA's Social Media strategy in order to increase brand awareness, and grow follower engagement. He/she will work to increase our social media presence and optimize our marketing and fundraising efforts on various social media channels.

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.

The Social Media Specialist will report to the Director of Marketing & Communications and also receive direction from the Executive Director.

Duties and Responsibilities

- Manage and oversee social media content
- Create and maintain company social media pages and profiles
- Measure the success of every social media campaign using benchmarking and KPIs
- Create and implement social media marketing plan and editorial calendar
- Track and analyze analytics reports 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 and Sprout Social
- Work with staff; writers and designers to ensure content is informative and appealing
- Collaborate daily with Marketing Communication 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
- 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



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- Moderate user-generated content and messages appropriately, based on company and community policies
- *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*

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, Google+ 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
- Strong written and verbal communication skills
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Fluency in Arabic a plus.
- Excellent computer skills necessary
- Exercise sound judgment.
- 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 Office, Bridgeview, Ill.

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