

## Digital/Social Content Strategist – Position Description

**Location: Austin or San Antonio, TX**

The Holdsworth Center is a non-profit organization founded and largely funded by Charles Butt, Chairman and CEO of H-E-B Grocery Company. The mission of the Center is to strengthen public schools and improve student outcomes across the state of Texas by focusing on the importance of educational leadership at all levels. Holdsworth works in partnership with public school districts over a sustained timeframe to help tackle their toughest challenges around leadership development, pipeline planning and strategic talent management. Our team is comprised of professionals with deep expertise in educational leadership, organizational development and talent management, adult learning and school district administration.

We are looking for an experienced and dynamic Digital/Social Content Strategist who will develop and apply a strategy to drive increased engagement, brand advocacy and campaign activation across earned, owned and paid digital channels. This person will bring a deep expertise in social media, marketing communications and passion for digital content and distribution. In this role, you will help broaden awareness and increase engagement in The Holdsworth Center's overall brand promise across Texas and the nation.

### Major Responsibilities

- Build a digital/social strategy and framework across digital and social channels that sparks engagement and enables diligent listening, nimble response and actionable insights.
- Work with a team to collaboratively plan and create content for social and digital channels, and own community management and paid advertising campaigns across social and digital channels.
- Determine metrics of success and assess effectiveness of social marketing initiatives and investments and influence decision makers with formal recommendations.
- Leverage data and analytics to enhance understanding of various social communities and conversations, measure engagement and recommend actions.
- Continuously experiment with original and disruptive ways to leverage social activities that generate buzz, brand awareness, and visibility through consistency and strong, engaging content.
- Serve as a positive, trusted partner, brand ambassador and connector across the organization.

### Desired Qualifications

- A bachelor's degree in marketing, communications or the equivalent
- 3-5 years of experience managing and coordinating social management platforms, digital media technologies and effectively using and leveraging reporting tools, i.e. Google Analytics
- Copywriting experience
- Flexible and able to react positively to fast-paced change and ambiguity
- Creative, passionate and highly-collaborative work style
- Excellent project management skills and highly organized with a sharp eye for detail
- Superior written and verbal communication skills
- Strong interest in public education and educational leadership

Interested candidates should submit a current resume and a letter detailing their interest in this position to [info@holdsworthcenter.org](mailto:info@holdsworthcenter.org). **Application materials are due by October 22, 2018.**

*The Holdsworth Center is committed to creating a diverse, equitable and inclusive environment. All employment decisions are based on job requirements and individual qualifications without regard to race, color, religion, gender identity and/or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*