



EYEJ amplifies youth voices for those that are silent. eyej.org

Mission:

EYEJ: Empowering Youth, Exploring Justice empowers and amplifies the voices of teens and pre-teens by bridging them with diverse individuals to engage in interactive discussions centered around social justice.

EYEJ believes social justice means equality and opportunity for all. We believe a commitment to social justice requires us to value our collective diversity and commit to challenging injustice while simultaneously advocating on behalf of those who have the least.

EYEJ has served over 1,500 underserved youth through it's Discussion Series, EYEJ Impact 25 Youth Council, Change Summits, Y.O.D.J.: Youth Online Discussing Justice, DiscussSocialJustice and All-Star Reading Program.

History

Due to the death and ruling of Trayvon Martin, and through discussion and civil discourse, several Plymouth Church, UCC members including Mai Moore and June Antoine quickly gathered Plymouth Church members together as they knew that youth deserved and needed support to be empowered in August, 2013. Founder: Mai Moore, with her background and success in the tech industry understanding the balance between taking personal risk, speed, business, creating impact and results and community was necessary to help to amplify youth voices. <http://eyej.org/our-story/>

Title: Social Media LEAD

Purpose:

To work with the social media team and implement foundation social media items for the social media team to effectively be successful in their role. Will be responsible for developing strategies to leverage the EYEJ social media platforms to grow the organization’s social media footprint, and further cement the organization’s position as a leading entity in amplifying youth voices for those that are silent.

Term:

4-6 mos. 5 Hours a week. Start: June 2020





Qualifications:

- You have positive energy and love connecting with people of all backgrounds.
- Embrace diversity, culture, open-minded and an out-of-the box thinker
- Advocate or interested in learning how to be an advocate for change
- Support the mission of EYEJ
- Leader within your community, groups, friends
- **5+ Years of Experience**
- **Proven track record of high resulting social media campaigns and plans**
- Not afraid to work with people from all backgrounds including social-economic, race, age, education level and more
- Team Player
- Motivator and Inspirational
- Driven, Self-disciplined and flexible
- Effective interpersonal and relational skills
- Understand wide various social media platforms and how to engage
- Meticulous of details, and a keen eye to sales materials i.e. detail oriented
- Excellent and professional English writing skills, great communicator

Duties:

- General understanding of the the EYEJ brand, the programs, mission and vision
- Develop a comprehensive strategic 6 month plan for social media presence
- Work with social media team, marketing and social media influencers, Marketing BOD and Executive Director
- Implement Analytics and reporting to help optimize the social media platforms
- Advise leadership on the best uses of social media to advance the organization's work
- Review and support social media teams work while advocating for improvements in a positive manner
- Help to make sure best social media implementation practices are in order i.e. social media calendars, plans, set-up, tools etc.
- Engage with ALL EYEJ social media
- Understand the needs of EYEJ from a business standpoint i.e. choralng volunteers, needs for funding, building awareness etc.

To apply: please email volunteer@eyej.org with your Cover Letter, Resume/Bio, any questions and if applicable samples of your work. EYEJ will respond to you and set up a time to speak to discuss the role further.

