



**LIVE WELL SAN DIEGO YOUTH
SECTOR IS RECRUITING A**

PART-TIME YOUTH SOCIAL MEDIA COORDINATOR

\$14 PER HOUR

**15 HOURS PER WEEK
BEGINS AUGUST 2021**

**DEVELOP CONTENT ON YOUTH-FOCUSED TOPICS FOR
LIVE WELL SAN DIEGO SOCIAL MEDIA ACCOUNTS**

**MUST BE AT LEAST 18 YEARS OLD TO APPLY
APPLICATIONS DUE BY JULY 23, 2021 @ 5PM
LIVEWELLSD.ORG/YOUTH**

Live Well San Diego Youth Sector

Youth Social Media Coordinator Job Description

Classification: General Support Aide

Overview

Working under the direction of the Youth Sector Manager, the Youth Social Media Coordinator will support the management and development of *Live Well San Diego* social media content on youth-focused topics. The Coordinator will guide the production of content by conducting research on youth-focused topics, working with young people in the County and region, and consulting subject-matter experts. **This is a temporary position from August 2021 to March 2022 and part-time for 15 hours per week. Applicants must be at least 18 years old to apply.**

Essential Functions

- Serve as an expert, with lived experience as a youth or young adult in San Diego County, to coordinate and develop youth-focused social media content for *Live Well San Diego* social media accounts.
- Strategically engage young people in the County and region to give input on youth-focused topics for social media content.
- Develop a creation, approval, and posting process to ensure that social media content is accurate, timely, consistent, and engaging.
- Track and report metrics of social media engagement to the *Live Well San Diego* Support Team
- Train staff members on photo, video, and social media editing platforms, as needed.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Having lived experience as a youth in San Diego County
- Social media platforms such as: Instagram, TikTok, and YouTube
- Youth engagement techniques on social media
- Topics that are important to young people in San Diego County
- Metrics and analytics tracking on social media platforms
- Current updates and trends in youth-focused topics and issues

Skills and Abilities to:

- Integrate lived experience as a youth in San Diego County into the development of social media content on *Live Well San Diego* social media accounts
- Collaborate with Youth Advisor(s), Youth Leadership Team members, County staff, and other adult allies to develop, review, seek approvals and post social media content
- Create youth-focused content on Instagram, TikTok, Twitter, and YouTube
- Engage diverse youth in San Diego County in discussion of youth-focused topics for social media content

- Communicate clearly, concisely, and effectively orally and in writing
- Discern factual information from reputable sources online
- Make oral presentations
- Communicate effectively with a variety of individuals representing diverse cultures and backgrounds and function calmly in challenging situations, which require a high degree of sensitivity, tact, and diplomacy

Desirable Traits

Lived experience of being a youth or young adult in San Diego County, experience or interest in graphic design, art, and creation, leadership skills, effective and open communication, ability to hold self and others accountable, problem solving and innovation, demonstrated ethical behavior, maximizes team effectiveness, supportive of change, commitment to sharing accurate and accessible information.

Education and/or Experience

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. Qualifying education and experience:

- Demonstrated experience in graphic design, video creation, or social media content creation through high school, college, and/or community organizations, or
- Work experience that demonstrates ability to develop youth-focused social media content, or
- Documented training or other course work related to graphic design, social media content development, and/or communication.