

**Position Title: Social Media & Outreach Specialist**

**Reports to: Director of Michigan Assistive Technology Loan Fund**

Michigan United Cerebral Palsy (MI-UCP) is seeking a full-time Social Media & Outreach Specialist to work in our Southfield/Lansing office or remotely. The Social Media & Outreach Specialist will help to close the disability divide by furthering the effort of MATLF to reach all of Michigan's disability community to assist them in obtaining needed assistive technology funding. MI-UCP is looking for someone who can create a social media strategy for the MATLF, increase awareness of the MATLF and MI-UCP, create content for social media platforms, manage social media for the MATLF and help with training materials. Materials must be created to be accessible to people with disabilities, culturally competent and have a focus on equity and disability justice.

**REQUIRED:**

- Media and Information expertise.
- Social Media experience across multiple platforms.
- Excellent verbal and written communication skills.
- Excellent computer skills, including Microsoft Office programs.
- Access to reliable transportation.

**PREFERED:**

- Bilingual in Spanish.
- Media and Information degree.
- Personal disability experience or open to learning about and celebrating disability pride.

**SALARY RANGE:** (depending on experience): \$45,000 to \$50,000

**RESPONSIBILITIES KNOWLEDGE AND SKILLS REQUIRED:**

- Strong community connections.
- Strong collaborative team skills.
- Ability to outreach to and work with diverse populations.
- Excellent verbal and written communication skills.
- Excellent computer skills, including Microsoft Office programs.
- Access to reliable transportation.
- Detail oriented.
- Flexible and demonstrates a desire to grow with the position.

## **RESPONSIBILITIES:**

Work with MATLF Director and MI-UCP staff and partners to:

- Create a social media strategy.
- Create content to increase awareness of MATLF and MI-UCP programs.
- Grow MATLF and MI-UCP social media footprint.
- Pull analytics from social media to use in reporting requirements to funders. Monitor, track and report on these metrics.
- Establish and maintain a social media calendar.
- Working with Director create an outreach plan for MATLF activities.
- Create and execute distribution plan for training content and materials.
- Other duties as assigned.

**MI-UCP is an Equal Opportunity Employer and does not discriminate based on race, color, sex, religion, sexual orientation, political belief, creed, national origin, marital status, military status, or disability.**

**Interested applicants please email cover letter, writing sample, social content already created and resume to Tracy Starting ([tstrating@mi-ucp.org](mailto:tstrating@mi-ucp.org)) no later than September 23, 2022. Applicants will not be considered without all requirements. No phone calls will be accepted.**