

Social Media and Marketing Specialist

Best Foot Forward is a nonprofit based in Boca Raton, serving at-risk and foster care students throughout Palm Beach County. We are looking for a creative and motivated Social Media and Marketing Specialist to join our **incredible team!** The Social Media and Marketing Specialist will play a crucial role in all marketing aspects for our agency. The ideal candidate will have a strong background in graphic design, social media strategy, and content creation, with a passion for nonprofit work.

This is a full-time (40 hours per week) with some work from home flexibility.

Best Foot Forward is a growing agency with an exceptional work environment. We offer generous PTO, dental and vision insurance, medical insurance, a 401K plan and other benefits. This is a salaried position, amount commensurate with experience.

Job Responsibilities

- Develop, implement, and manage our social media strategy across platforms such as Facebook, Instagram, Twitter, LinkedIn, and others
- Create, curate, and schedule engaging content (text, images, videos) that aligns with and promotes our brand, mission, goals and values
- Interact with followers, respond to inquiries, and foster a sense of community online
- Stay up-to-date with the latest social media best practices, trends, and technologies
- Design visually appealing graphics for social media posts, program materials, certificates, invitations, and other promotional items
- Measure the success of social media campaigns using Insights and Analytics
- Manage newsletters and email campaigns, including calendaring, compiling topics, creating engaging content and visually appealing images
- Work closely on marketing and content creation on all events and special projects
- Create collages of various pictures as needed
- Keep the website updated with current information from all agency aspects
- Create and design dynamic PowerPoint presentations for events, programs, and meetings
- Assist in the development of marketing and event materials, and other graphic design projects as needed
- Collaborate with all departments

Skills & Qualifications

- Proven experience as a Social Media Specialist, Social Media Manager, or similar role
- Proficiency in graphic design software (e.g., Adobe Creative Suite, Canva)
- Strong understanding of social media platforms and their respective audiences
- Excellent communication and writing skills

- Ability to create visually appealing and effective graphics
- Experience with social media analytics and design/digital marketing platforms (e.g., Google Analytics, Hootsuite, Constant Contact, Canva)
- Ability to manage multiple projects and meet deadlines
- Creative thinking and problem-solving skills
- Passion for nonprofit work and community engagement
- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field is preferred but not required

If you are excited about the opportunity to join our dynamic team, please submit your resume, along with your salary requirements, to dellman@bestfoot.org. We look forward to hearing from you and exploring how your skills and experience align with our agency's goals!