

## **Criterion Institute — Social Media Manager**

Type: Part-time / Contract position

Location: Remote

Time: Flexible, part-time schedule

### **Role description:**

This individual will help amplify Criterion’s research, events, and thought-leadership by driving and enhancing our social media presence across all channels. They will ensure a regular cadence of content is scheduled that aligns with our voice and branding, and set company-wide standards to be used for all social media. This person will define and validate core target audiences and measure the effectiveness of posts through engagement reporting on a monthly basis. Their target objective will be to increase the volume of our posts on social media, engaging and further developing existing strategic relationships.

### **About Criterion Institute:**

Criterion Institute is the leading think tank focused on using finance as a tool for social change. We work with social change-makers to demystify finance and equip them with the knowledge and skills to engage with and shift financial systems. We also work with policymakers and financial actors, supporting them with tools and resources to better incorporate data on social issues, with close attention to gender patterns, into the structures, processes and analysis of their investment strategies. We are working toward a future where the power of our financial systems is widely used for social good.

Our work is informed by our values of grace, hospitality and the power of invitation. Culturally, Criterion Institute is a collaborative, inquisitive, and fast-paced place to work. Team members might spend one day connecting with leaders of capital markets in Asia, and the next day facilitating a meeting of community organizers in Milwaukee. We work across a breadth of sectors, industries and geographies all focused on finance as a tool for social change.

The Criterion team works in a virtual office environment – from home offices or urban hubs. All Criterion staff members are provided with sufficient equipment to set up a home office and are expected to work collaboratively and independently.

### **Key Responsibilities & Requirements:**

- Create and maintain an editorial calendar across all our social media channels (including Twitter, LinkedIn, and Facebook) with content that is aligned with Criterion’s voice, organizational and programmatic goals, and core values.
  - Generate, edit, publish and share engaging content at a minimum of three times per week across multiple social media channels; increased volume of posts would be greatly appreciated.
  - Ensure alignment of content, including visual depiction of our work across all social media channels.

- Clearly communicate complex and imaginative ideas into tangible takeaways and shareable sound bites; some of these ideas may be untested yet need to be articulated as high-potential possibilities.
- Represent Criterion's points of view via posts pertaining to research, publications, and thought leadership on various channels using effective and engaging techniques for each channel.
- Understand our existing core audiences and partners, and engage them through our social channels as a way to invite them into deeper partnership with us.
- Plan ahead and be forward thinking about upcoming social media needs surrounding report or publication launches, events and conferences, and podcast appearances.
- Monitor and respond to messages and comments across social media channels in a timely manner (can check in with the team initially on how best to respond).
- Suggest and implement new features to develop brand awareness and increase engagement with our partners and core audiences.

#### **Qualification Requirements:**

- Familiarity and comfort with players and terms related to impact investing and social finance (experience working in the field of gender-lens investing greatly appreciated).
- Proven track record of developing, executing and scaling high impact, multi-channel social media campaigns.
- A minimum of 3 years of Social Media Management experience.
- Proven work experience as a Social Media Manager and proficiency with social media scheduling platforms and other integrations. Experience with Sprout appreciated.
- Excellent verbal and written communication skills.
- Strong organizational skills and attention to detail.
- A passion for seeing Criterion's work elevated and amplified.
- Proficient in Adobe InDesign or other design software for potential graphic needs.
- Ability to work independently and collaboratively as needed within a virtual team structure.

**If you have the described qualifications and are interested in this opportunity, we'd love to hear from you!**

How to Apply:

Please send your resume, 2-3 writing samples, and a brief cover letter expressing your interest in our mission and this position to [info@critterioninstitute.org](mailto:info@critterioninstitute.org) with the subject line "Social Media Manager."

Inquiries without a cover letter that demonstrates a knowledge of our mission and a clear statement of how our mission aligns with your goals will not be considered.