



# Social Media & Community Manager

## About People over Plastic

People over Plastic's mission is to start inclusive and solutions-oriented dialogues that center environmental justice and power an anti-racist future. People over Plastic seeks to create a cultural and media hub centered on environmental justice, bringing together leaders, activists, journalists, artists, and community members for thought-provoking and accessible dialogues.

## About the Role

The Social Media & Community Manager is responsible for expanding our digital footprint and overseeing our social communications efforts on Instagram, Facebook, TikTok, Twitter, and LinkedIn. You will develop and implement compelling content strategies that drive traffic, amplify the stories of environmental justice communities, and foster engagement with new audiences and our existing base. You are responsible for creating original graphic-based, text, and video content, managing posts, and responding to followers.

You are up-to-date with the latest digital technologies, social media trends and tools. You have excellent communication skills. You are passionate about the intersections of race, environmental justice, and the climate crisis. You also understand how to communicate about these topics in a way that is nuanced, sensitive, in-depth, and puts our community-relationships first.

## Location

This is a remote position, but the ideal candidate is preferably located in New Orleans, Louisiana or Houston, Texas where a significant portion of our work is focused.



## Position Type

This position is full-time salaried position and will directly report to the Head of Creative, but also work collaboratively with other members of the team and external partners.

## Approach and Mindset

The Social Media and Community Manager will be successful in this role if they approach the position with the following mindsets:

**Equity at the center:** You recognize ways that race and other identities intersect in the work, especially with communities we serve. You identify potential for bias and actively work to minimize inequities in the content you create and the way you communicate with others.

**Initiative and ingenuity:** You leverage resources creatively to solve problems and dive right in to take a concept from idea to implementation. You often consult with others, but you can also propose solutions in the best interest of the organization and get things rolling without much guidance.

**Ownership and resilience:** You care deeply about getting results. You gather information, seek input, and drive work forward to the finish line. You think 3 (or 30) steps ahead to develop solutions, anticipate problems, and course-correct when needed. You hold a high bar even when things are hectic and bounce back from setbacks by turning each hurdle into a learning opportunity.

To be successful in this role, the Social Media and Community Manager will also embrace PoP's values: Progress over Perfection, Belonging over Bullying, Collective over Control, Delivering over Deflecting, and Recognize over Ridicule.

## Timeline

Ideal start date is March 1, 2024.



## Responsibilities

### Growth, Engagement, and Community Management

- Acquire new followers by producing high-quality content.
- Increase engagement with our existing community with compelling social initiatives.
- Build relationships with environmental justice leaders across the Gulf South, Appalachia, and Global South, and mission-aligned social media influencers. Plan collaborative marketing to build awareness and engagement
- Respond to community comments and messages in a timely manner.
- Use insights from social media data using monitoring and listening tools to inform strategic decisions.
- Strategically and consistently engage PoP partners' social media.

### Content Creation

- Create and post original content (in alignment with our content calendar and creative team) focused on the intersection of race, environmental justice, climate justice, and our six content pillars:
  - Plastic and Petrochemicals
  - Indigenous Activism Against Oil & Gas
  - Cop City and Abolitionist Organizing
  - Food Sovereignty
  - Water Rights
  - Housing Justice
- Use graphic design, video, and social media tools to craft and release content to our social channels.

## Skills and Qualifications

- Have a proven understanding and interest in the intersection of race, environmental justice, climate justice, and our 6 content pillars (listed above).
- Excellent knowledge and familiarity with Social Media Tools.



- Skilled at gathering insights from social media data and creating reports to distill those insights to team members.
- Strong graphic design skills with ability to adhere to brand guidelines.
  - Must be skilled in Photoshop, Illustrator, and Canva.
- Strong video editing skills with ability to adhere to brand guidelines.
  - Must be skilled in Premiere or Final Cut or CapCut.
- Familiarity with Google Suite.
- Clear, confident communication abilities.
- Self-starter, comfortable working in a start-up environment
- Ability to remain professional at all times.
- Effective time-management skills.
- Other duties may be assigned.

## Preferred

- Knowledge of project management software such as Asana and Monday
- Direct experience working in environmental justice communications.

## Portfolio

Please provide a link to your website or portfolio with examples of social media posts that you were personally responsible for designing and creating.

## Compensation

This is a Full-time position, salaried position. Salary is on target with regional salary expectations and within the salary band targets at People over Plastic. The salary range for this position is **\$55,000-65,000 (USD)** depending on experience and location. A monthly healthcare reimbursement is available for full time employees.

We are a work-from-home organization. We are open to candidates from all locations with preferences for the following cities: New Orleans, LA; Houston, TX.



## Commitment to Justice, Equity, Diversity, and Inclusion

People over Plastic is an Equal Employment Opportunity Employer. Our values lead us to seek a broad range of perspectives and backgrounds to achieve our mission and to maintain an inclusive environment where all staff are valued and respected. As an equal opportunity employer, we are committed to employment practices that ensure that employees and applicants for employment are provided with equal opportunities without regard to race, color, national origin, ancestry, sex, age, religion, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity, gender expression, genetic information, or any other factor that is not related to the position.

We are committed to justice, equity, diversity and inclusion. People who are Black, Brown, Indigenous, and/or people of color, people who are LGBTQIA+, and people with lived experience in communities disproportionately impacted by environmental injustice are strongly encouraged to apply.

### More Information & How to Apply:

To apply for this role: please submit your resume and a portfolio to:  
**[admin@peopleoverplastic.co](mailto:admin@peopleoverplastic.co)**.

Applications are open until **Friday, February 16 @6PM ET**.