



## Position Description

---

<b>Position Title:</b>	Social Media Coordinator
<b>Status:</b>	Exempt
<b>Position Reports to:</b>	Senior Marketing Manager
<b>Schedule:</b>	Full time at 40 hours per week with some flexibility in scheduling. May be required to work additional and/or evening hours during busy time periods or for special events.
<b>Salary Range:</b>	\$48,000 – \$54,000
<b>Benefits:</b>	Health insurance, dental insurance, life insurance, retirement plan program, paid holidays and generous PTO, funds to support professional development and wellness program. Hybrid work environment.

### I. General Summary of Responsibilities:

This position executes day-to-day social media management across all organizational platforms, creating engaging video content and maintaining active community engagement to advance the Women's Fund mission, as well as its youth-facing Access Granted brand. This role serves as the primary voice for real-time social media interactions, translating organizational messaging into platform-specific content, while working closely with the Public Awareness team to support campaigns, initiatives and brand awareness efforts. Position duties include:

- **Social media management** – execute daily posting, scheduling and monitoring across all organizational social media platforms including Instagram, Facebook, LinkedIn and Bluesky.
- **Video content creation** – produce and edit short-form video content including reels, stories and videos that engage audiences and advance organizational messaging.
- **Community engagement** – monitor and respond to comments, direct messages, and mentions in a timely manner, foster authentic connections with followers and community partners.
- **Content calendar execution** – implement monthly content calendars and ensure consistent posting cadence aligns with brand, campaigns and initiatives.
- **Influencer and event support** – assist with influencer campaign coordination including outreach, content review and performance tracking. Assist with coordinating and staffing local events and amplifying Women's Fund events presence online.

### II. Minimum Qualifications (Education & Experience):

Bachelor's degree in marketing, communications or related (or equivalent experience). A minimum of two to four years' experience managing social media in a professional or organizational setting. Video production skills (i.e., Cap Cut or similar), strong writing and communication skills with platform-specific adaptability, passion for gender equity and community impact (preferred).

### III. Knowledge, Skills, Abilities, and Personal Attributes Required:

- Ability to maintain self-accountability and consistent communication in a collaborative hybrid work environment.
- Demonstrated proficiency across major social media platforms including Instagram, Facebook, Bluesky and LinkedIn, with understanding of platform specific best practices and algorithm trends.
- Ability and experience using social media analytics tools to track performance metrics, identify trends and generate actionable insights for content optimization.
- Excellent written communications skills with ability to adapt voice and tone across platforms while maintaining brand consistency; comfortable engaging with diverse online communities.
- Ability to adapt quickly to emerging platforms, trends and features.
- Mindset of continuous growth and improvement, ability to receive constructive feedback and a commitment to prioritizing results over recognition.
- Ability and comfort in communicating the values and mission of the Women's Fund.

*Last Revised: February 2026*

*Note: The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, or skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.*

#### **About the Women's Fund of Omaha**

The Women's Fund of Omaha is a nonprofit organization dedicated to improving the lives of Omaha-area women and girls. As a trusted expert in the community, the organization works to boldly advance community-driven actions to shift systems toward gender equity. Since its beginning in 1990, the Women's Fund has supported local agencies with grants for programs that address the most pressing issues as identified by its research and has established its own programs to meet unaddressed needs. It is the only foundation that provides grants exclusively to programs for Omaha's women and girls, and is the leading organization researching issues concerning Omaha women and girls in order to raise awareness and drive change. For more information, visit [OmahaWomensFund.org](https://OmahaWomensFund.org).