

American-Arab Anti-Discrimination Committee (ADC)

Digital and Social Media Organizer

The American-Arab Anti-Discrimination Committee (ADC) is the largest Arab-American civil rights organization in the United States. We are committed to defending the rights of people of Arab descent and promoting their rich cultural heritage. We are based in Washington, D.C. and our work is driven by the principles of equality, justice, and understanding.

Job Description

ADC is seeking a motivated and creative Digital and Social Media Organizer to join our team. This individual will play a pivotal role in shaping and implementing our digital communications/organizing strategy. The ideal candidate is passionate about social justice, has a deep understanding of digital platforms, and is able to create compelling content that increases our reach and impact.

Duties

1. Work with the Communications Manager to develop and implement a comprehensive digital and social media strategy that aligns with ADC's mission and goals.
2. Manage ADC's presence on social media platforms including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
3. Create and curate engaging content that educates and inspires our audience, while promoting ADC's initiatives and events.
4. Monitor trends, audience behavior, and engagement metrics to optimize content and strategy.
5. Coordinate with communications team to ensure brand consistency across all digital platforms.
6. Respond to member queries in a timely manner, fostering a strong community of support.
7. Use social media to engage, build strategic partnerships, and drive advocacy initiatives.
8. Report on online feedback and social media insights to internal teams and stakeholders.
9. Keep abreast of the latest digital technologies and social media trends; implement these new technologies in developing campaigns and update current campaigns to include new information.

Qualifications

1. Proven work experience as a Social media coordinator or similar role.
2. Expertise in multiple social media platforms and with social media management tools.
3. In-depth knowledge of SEO, keyword research, and Google Analytics.
4. Proficiency in using social media software to monitor social media conversations.
5. Excellent communication skills, with the ability to multitask and work on tight deadlines.
6. Strong understanding of issues relating to the Arab-American community.
7. Proficiency in Arabic language is a plus.

Position is in Washington, D.C., staff is in-office, with hybrid during summer months.

To apply please send resume, cover letter, and samples of work to aayoub@adc.org.

Please address to: Abed Ayoub, National Executive Director.