



Social Media and Marketing, Part-time, Remote

Who We Are

Humans of Public Service (HOPS) is an organization that shares stories of public servants on social media platforms, including LinkedIn and Instagram. Our mission is to create content that tells the story of humans in public service, share stories that reflect the diversity in America in an effort to humanize public servants, and create a more positive perception of government. We aim to increase diversity in government through leadership and career development opportunities and create a community of public servants across the country.

How it works

Any public servant can be [nominated](#) to be featured on HOPS. The nominees submit their picture and story to the HOPS team. The team reviews, validates and edits the story. The story and images are then posted through the HOPS social media accounts ([Instagram](#) & [LinkedIn](#)). We intend to record interviews with government employees, editing the video into short snippets and sharing on our social media accounts and YouTube.

Role Overview

This role will work approximately ten hours per week with the HOPS team to increase content output, engagement and followers. They will primarily focus on creating content for LinkedIn and Instagram, which includes editing video, creating and posting content, following up with nominees and creating a content calendar. The goal is to post everyday and increase followers amongst college students. This role reports to the Founder.

Responsibilities:

- Track nominations and nominees
- Follow up with nominees
- Schedule LinkedIn and Instagram posts using Buffer
- Tag nominees in each LinkedIn post
- Monitor comments and shares across all social media platforms
- Respond to comments
- Edit recorded interviews to produce social media videos/reels/stories
- Propose content improvement strategies based on data analytics
- Make recommendations based on how content is performing
- Share content from HOPS Partners and news/articles

Expectations:

- Complete the tasks outlined above
- Attend weekly check-in calls with the Founder and others as the team grows
- Communicate through phone, email, Google Chat, Zoom calls as requested

Questions? Email Brian at brian@humansofpublicservice.org