



The NYC Elder Abuse Center (NYCEAC) is seeking a **Social Media Associate/Content Creator** to join our Center as a part-time consultant. NYCEAC's social media initiative is dedicated to raising awareness of elder abuse by creating high quality content and convening an online conversation with professionals. This position assists with implementing the Center's social media strategy and creating and generating content to increase online engagement.

The Social Media Associate can start as soon as possible, will report to Cara Kenien (Social Media Manager) works approximately 20 hours per month and the salary is negotiable. Minimum and highly desired requirements and preferred skills and abilities can be found at the bottom of this job description.

To apply and/or for more information, contact Cara Kenien at [cak2017@med.cornell.edu](mailto:cak2017@med.cornell.edu).

***Job duties include:***

**Content Creation**

- Work with the social media manager to develop blog ideas
- Provide research support and, when needed, reach out to experts in the field
- Draft blogs and work with the Social Media Manager throughout the editing process
- Upload and format blogs in WordPress
- Draft status updates and develop blog dissemination plan

**Online Presence**

- Assist with social media campaigns/strategies
- Identify & filter content for the Countering Ageism page and update this page quarterly
- Post on Facebook & LinkedIn to start & engage in conversations about elder abuse and elder justice
- Develop, implement and monitor Facebook ads (3-4 times per year)

**Metrics & Strategic Planning**

- Compile monthly metrics
- Work in collaboration with the social media manager to develop agendas for team meetings
- Share ideas about increasing online engagement
- Email unverified subscribers to the blog (monthly)

**Operations & project management**

- The Social Media Associate works independently and establishes and negotiates project deadlines with the Social Media Manager and communicate as questions or concerns arise.
- The Social Media Manager and Associate meet regularly.

**Minimum Requirements**

- Strong WordPress, MS office (Word, Excel, PowerPoint) and Google Analytic Skills
- Willingness to work flexible hours
- Detailed oriented, efficient and able to work well under deadline pressure
- Strong organizational and communication skills

**Highly Desired Requirements**

- Strong writing skills and/or journalism background
- Knowledge base of aging and/or elder abuse issues

**Preferred Skills and Abilities**

- Judgment and decision-making ability
- Work well as a team and independently

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