



The NYC Elder Abuse Center (NYCEAC) is seeking a **Social Media Assistant** 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 supports NYCEAC's social media activities and works closely with the Social Media Manager to support online engagement.

The Social Media Assistant will report to the Social Media Manager. The Assistant can start as soon as possible and works approximately 23.5 hours per month (not including additional hours for "seasonal" projects/tasks) 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.

Job duties include:

Content Creation & Online Presence

- Compile items for the monthly News and Resources Round Up, draft and post this monthly blog
- Provide research support the Social Media Manager when needed
- Assist with implementing and tracking social media campaigns/strategies
- Assist with creating and implementing 3-4 Facebook ads per year
- Assist with content dissemination, as needed.

Administrative & Website Related Duties

- Compile monthly metrics (Google analytics, Facebook, LinkedIn & Twitter) and present them to the team and share new ideas about increasing ongoing engagement during monthly Social Media Team meetings.
- Take notes during monthly editorial committee meetings and distribute them to committee members
- Take notes during monthly Social Media Team Meetings and distributes them to the group after meetings
- Email unverified Elder Justice Dispatch blog subscribers (monthly)
- Upload and format blogs in WordPress (weekly)
- Update Countering Ageism webpages quarterly

Project Management/Work Flow

- Meet weekly with the Social Media Manager.

Minimum Requirements

- Strong WordPress, MS office (Word, Excel, PowerPoint) and Google Analytic Skills

- Willingness to work flexible hours
- Detailed oriented and efficient
- Strong organizational and communication skills

Highly Desired Requirements

- Knowledge base of aging and/or elder abuse issues

Preferred Skills and Abilities

- Works well as a team and independently

To apply and/or for more information, contact Cara Kenien at cak2017@med.cornell.edu.