



## JOB POSTING – Social Media / Communication Specialist

**POSITION TITLE:** Social Media / Communication Specialist  
**REPORTS TO:** Community Mobilization / Public Relations Coordinator

### **POSITION DESCRIPTION:**

Oversees agency specific Internet-based applications to encourage the exchange of user-generated content. This position will serve as a conduit, both verbally and in writing, between community partners, internet consumers, and outreach events via social media and communication channels. Manages the social media elements to foster interaction, education, engagement and discussion regarding HIV / STDs and public health issues. The Social Media / Communication Specialist will manage, update, and enhance through creative efforts the AIDS Partnership Michigan website, Michigan HIV /STD Hotline, and StatusSexy.com website; along with agency's various Facebook, twitter, YouTube, blogs, and future social media channels. Collaborates with APM Hotline / Volunteer Coordinator. Is supervised by the Community Mobilization / Public Relations Coordinator.

### **MINIMUM QUALIFICATIONS:**

Bachelors' degree in Community Health Education, Health Promotion Sciences, Public Health, Social Work, Communications, Marketing, Public Relations, or other field related degree relevant to the broad areas of position description ... &/or... In lieu of degree, a minimum of 4 years experience in similar community based service agency, community organization, social marketing and/or education programs, experience and training in participatory social media / communication techniques. Have excellent interpersonal and organizational skills. Computer proficiency knowledge and skill sets.

**Must have a valid State of Michigan's driver's license and access to a properly insured vehicle.**

Send cover letter and resume to Chief Executive Officer, AIDS Partnership Michigan, 2751 E. Jefferson Avenue, Ste. 301, Detroit, MI 48207 or email to: [wvanhemert@aidspartnership.org](mailto:wvanhemert@aidspartnership.org). No phone calls.

Internal Posting: 12/05/2013 - 12/18/2013  
External Posting: 12/19/2013 – till filled