

SBCA Social Media Manager Opportunity

The **Society for Benefit-Cost Analysis (SBCA)** is seeking an active member of SBCA (or someone with experience in benefit-cost analysis and proven interest in becoming more engaged with SBCA) to serve as its Social Media Manager on a contract basis (one-year term, renewed annually upon mutual agreement).

Position Summary/Key Responsibilities: This position is responsible for SBCA's social media content creation and management, in consultation with SBCA Headquarters and SBCA leadership.

- Create content for publication on various social media platforms and identify opportunities for engagement, including
 - o Promoting SBCA events and updates.
 - o Highlighting articles and authors from SBCA's journal, the *Journal of Benefit-Cost Analysis* (in consultation with the editorial team/publishing staff).
 - o Spotlighting members of the SBCA community.
 - o Monitoring non-SBCA social media channels for trending topics and conversations relevant to our industry.
 - o Posting in real time during the SBCA Annual Meeting, held in March each year.
 - SBCA will provide complimentary registration and pay for travel to its annual conference to facilitate real-time social media posting.
- Monitor SBCA's social media channels and respond to comments, messages, and mentions in a timely and professional manner.
- Work with data-tracking/measuring to provide statistics on post views, likes, and shares and prepare a written report for quarterly SBCA Board meetings.
- Solicit and manage review process for submissions to the SBCA blog.
- Work with a senior SBCA advisor to develop an annual social media strategy and address any issues that may arise during the year.

Qualifications and Skills:

- Active member of SBCA (or someone with knowledge and experience in benefit-cost analysis and a proven interest in becoming more engaged with SBCA).
- Strong understanding of major social media platforms and their best practices.
- Excellent written and verbal communication skills.
- Creative thinking and the ability to generate engaging content ideas.
- Previous experience in social media management and blog content creation is a plus but not required.
- Basic graphic design skills and familiarity with social media management tools are advantageous.

Commitment Expected:

- Availability to participate in periodic calls with SBCA leadership
- Availability to attend the SBCA Annual Conference
- Average two hours/week for role tasks

Compensation: SBCA will provide a complimentary annual membership as well as complimentary registration and a \$1,500 travel stipend to attend its annual conference. In addition, the SBCA Social Media Manager may attend any SBCA online workshop at no cost. SBCA will also provide a quarterly stipend of \$500.

To apply, please share your interest and qualifications for the position, via email to SBCA Headquarters at info@benefitcostanalysis.org by January 16, 2024, to ensure full review. Finalists will be asked to create a sample social media and/or blog post from which a selection will be made.