

## **PART-TIME SOCIAL MEDIA SPECIALIST**

Sigma Xi, The Scientific Research Honor Society seeks part-time Social Media Specialist at the Society's headquarters in Research Triangle Park, North Carolina. Sigma Xi is an international, multidisciplinary, membership-based organization with more than 100,000 elected members and 500 chapters. Membership in Sigma Xi is by invitation or nomination and is based on research achievements or potential. The Society's mission is to enhance the health of the research enterprise, foster integrity in science and engineering, and promote the public's understanding of science for the purpose of improving the human condition.

### **SUMMARY**

The successful candidate will have at least one year of experience in managing social media and newsletters, and knowledge of the market for general-interest scientific information online. Demonstrated skills in science writing and editing under deadline are indispensable. Experience with social media strategy and SEO are required. The position requires tact, patience, and clear thinking under pressure.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Manage, research, and create new and existing social media sites with content from and related to *American Scientist* and Sigma Xi that drives engagement.
- Field and troubleshoot inquiries from Sigma Xi members, staff, subscribers, visitors, site licensees, advertisers, and external partners regarding *American Scientist* content.
- Plan, write, edit, mail, and maintain electronic newsletters, coordinating the work of staff contributors as appropriate.
- Collaborate with the Sigma Xi Communications Manager to plan, write, and edit online-only content.

### **SUPERVISORY RESPONSIBILITIES**

**None**

### **EXPECTED METRICS**

- Successfully manage, write and send the *American Scientist Update* eNewsletter bimonthly
- Manage, write, and edit content daily to *American Scientist's* Facebook, Google+, and Twitter accounts, as well as Pinterest, LinkedIn, and many others when appropriate

## **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED**

- Social networking strategies and implementation
- SEO, website and social media analytics

## **EXPERIENCE REQUIRED**

- Ability to effectively communicate in various multimedia formats.

## **EDUCATION REQUIRED**

- Bachelor's in journalism, communications, or a science or web area with communication experience.

## **EXPERIENCE/EDUCATION PREFERRED**

- Basic knowledge of photography practices
- As time permits, contribute editorially to the magazine and its web site.
- Help guide SEO and social media strategy for the American Scientist and Sigma Xi web sites

**Please email resume and cover letter indicating salary requirements to:**

Jasmine Shah  
Director of Finance and Administration  
Sigma Xi, The Scientific Research Honor Society  
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Research Triangle Park, NC 27709-3975  
Email: [hrdept@sigmaxi.org](mailto:hrdept@sigmaxi.org).

**Deadline for resumes is September 15, 2020.**

*Sigma Xi is an Equal Opportunity Employer.*