positivedirections
THE CENTER FOR PREVENTION AND COUNSELING

90 Post Road West
Westport, CT 06880
(203) 227-7644
positivedirections.org

PART-TIME JOB DESCRIPTION

Title: Social Media Lead

Project: CT Support Group

Organization: Positive Directions-The Center for Prevention & Counseling

Reports to: Project Manager

Job Type: Part-time (20 hrs/week) - (virtual, occasional in-person)

Compensation: $23.69/hour, Paid Time Off, 2% retirement contribution

About the Project: The CT Support Group is a peer-led project funded by the State of CT to connect teens and young adults in Connecticut with peer support, information, and resources related to their mental wellness. Its staff are peer or recovery supporters, capable of relating to peers from an age and lived experience perspective.

This part-time position is an opportunity for a social media coordinator committed to mental health awareness, peer support, and recovery. It is funded through a state grant held by Positive Directions–The Center for Prevention and Counseling.

Essential Duties:

1. Maintain the website, including posting new content, regularly testing hyperlinks, and improving search engine optimization;
2. Manage online advertising within allowed budget and test, track, and report on performance of ads;
3. Manage all social media, to include: posting on all platforms using content, messages, and hashtags identified with project staff; engaging with other social media accounts to increase visibility; and monitoring analytics to increase the reach to the target audience;

90 Post Road West
Westport, CT 06880
(203) 227-7644
positivedirections.org

4. Create content for the project's social media and website, which may include blog posts, graphics, short-form and long-form videos, and podcasts;
5. Serve as a moderator for the project Discord server;
6. Participate in weekly team meetings;
7. Participate in quarterly Advisory Board meetings;
8. Represent the project and connect with peers at occasional campus and community events;
9. Engage in continuing education to grow their skills.

Requirements:

- Minimum of 2 years experience in social media management and online advertising
- Trained in Meta business suite
- Experience developing content to raise awareness or garner support for a cause
- Graphic design & video editing skills
- Lived experience navigating mental health struggles, substance use recovery, and/or trauma
- Highly preferred: Trained (or willing to be trained) as a Certified Peer Support and Recovery Professional
- Tech skills: WordPress, Meta, Canva, Later, Google Suite

To apply: Submit *cover letter* and *resume* to Quinn Jannetty at qjannetty@positivedirections.org. No calls, please.

Positive Directions–The Center for Prevention & Counseling is an innovative nonprofit located in Westport, CT, providing leadership in mental health, substance prevention, and peer support. As an Equal Opportunity Employer, we actively seek and value diversity in our hires.