



JOB TITLE: Memphis Youth Action Board Leadership Cohort - Social Media Lead

***NOTE: This is a 1-year cohort position starting May 1st, 2025 and ending April 30th, 2026.**

DEPARTMENT: Continuum of Care Youth and Special Populations

REPORTS TO: Continuum of Care Youth and Special Populations Administrator
or Project Coordinator

DIRECTLY SUPERVISES: None

HOURLY: \$20/hour; Up to 15 hours/week

Location: Currently Hybrid

HOW TO APPLY

Please submit a resume and cover letter describing your interest in and qualifications for the position to YABleadership@cafth.org with the subject line: *Memphis Youth Action Board Leadership Cohort - Social Media Lead*

***NOTE:** Applicants may apply for up to two leadership positions. If applying to more than one position:

- Please specify in your cover letter the two positions you are applying for and your interest in and qualifications for BOTH positions. Please also specify your first choice and second choice position.
- When sending your resume and cover letter to YABleadership@cafth.org, please specify in the body of the email which two positions you are applying for.

SUMMARY: The Memphis Youth Action Board (YAB) is a coalition of youth and young adults ages 18-24 committed to advocating for and working to end youth homelessness within Memphis and Shelby County. The YAB Leadership Cohort is a 1-year professional development and leadership position designed to inspire young people to assume positions of leadership, receive specialized training, and develop professional skills that will support their personal and career growth. As a Leadership Cohort member, you will work alongside four other cohort members to spearhead activities and projects that further the YAB's mission and goals.

As a Leadership Cohort member, you will also receive training to become a certified Peer Support Specialist and will spend approximately half of your working hours providing group and individual peer support to youth and young adults at risk of or currently experiencing housing insecurity and/or homelessness.

The Social Media Lead Cohort Position manages the board's online presence to raise awareness and engage the community about the YAB's projects, activities and youth

homelessness.

DUTIES AND RESPONSIBILITIES:

- Develop and execute a social media strategy aligned with the board's mission and goals
- Create, schedule, and monitor posts across social platforms
- Engage with followers by responding to comments, messages, and inquiries
- Track analytics to assess the performance of campaigns and suggest improvements.
- Collaborate with the board to promote events, initiatives, and campaigns
- Work with the CoC Youth Team and YAB Leadership Cohort to plan and execute the activities of the Youth Homelessness System Improvement Grant
- Represent the YAB at all required CoC committee meetings including Planning, Continuous Quality Improvement, and Youth
- Attend required training and conferences
- Perform other related duties as assigned by management
- Attend and represent the YAB at the statewide level, attending statewide YAB meetings and bringing YAB feedback
- Facilitate trainings for youth service providers on topics including anti-adultism, positive youth development, youth and provider collaboration, etc.
- Host weekly peer mentorship group and individual sessions

WEEKLY TASKS:

- Develop and maintain a branding kit and post templates for the YAB.
- Research and plan social media content for the week. Identify trending topics or key dates for posts.
- Draft social media posts, including captions, visuals, and hashtags, for approval.
- Monitor social media channels for comments, messages, and engagement opportunities.
- Analyze social media performance metrics and prepare a short report with recommendations.
- Collaborate with other board members to highlight specific initiatives or events.
- Develop and maintain a YAB Tiktok account.
- Work with CAFTH staff to update the CAFTH website.
- Take the lead on all promotional materials (flyers, social media campaigns, etc).
- Reposting community events put on by partners to share to a larger audience.

DESIRED SKILLS FOR VICE CHAIR POSITION:

- Knowledge of social media platforms and analytics tools.
- Creativity in designing posts and campaigns.
- Strong written communication skills.

QUALIFICATIONS:

- Must be available to start May 1st, 2025
- Must be able to commit to the full cohort year (May 2025 - April 2026)
- Must be enthusiastic, self-motivated, possess the ability to motivate others
- Must possess a passion for combating homelessness
- Must have knowledge of local homeless system(s) with preference for candidates with

lived experience

- Public speaking skills and ability to lead and facilitate group meetings
- Computer skills required: Proficient in MS Word, Excel, Outlook, Internet Use, and Additional Software, as needed
- Individuals 18 - 23 years of age strongly encouraged to apply
- Active members of the Youth Action Board strongly encouraged to apply
- Must complete Certified Peer Support Specialist Training (CYAPPS) training administered by the State of Tennessee within the first three months of hire.

COMPETENCIES:

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Professionalism** - Tactfully approaches others; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

The above is intended to describe the general content of and requirements for the performance of this Scope of Service. It is not to be construed as an exhaustive statement of duties, responsibilities, or physical requirements. Nothing in this Scope of Service restricts CAFTH's right to assign or reassign duties and responsibilities to this Scope of Service at any time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

March 2025