
UNITED WAY OF NORTHERN NEW JERSEY

Manager, Storytelling and Social Media Engagement

About the Job:

Who is ALICE? Believe it or not, you already know the answer.

ALICE® (Asset Limited, Income Constrained, Employed) represents the millions of households across New Jersey and nationwide with income above the Federal Poverty Level but less than the cost of household basics. ALICE keeps our communities running — and chances are, you interact with ALICE every day.

United Way of Northern New Jersey works to create pathways to opportunity and financial stability for ALICE and households in poverty. Through our research arm, United For ALICE, we've built a national movement that now spans **41 states and the District of Columbia**, using the ALICE data to drive action and create lasting change. Throughout the movement are stories that reveal the power of the ALICE name and measures to transform conversations about financial hardship, inform decisions, and improve lives.

Now, we need someone to bring those stories to light.

We're looking for a curious, creative storyteller and social media strategist who can spotlight the voices behind the numbers and turn lived experiences into compelling content that resonates across platforms. As our **Manager of Storytelling and Social Media Engagement**, you'll help shape the movement by crafting compelling stories, growing our social media presence, and inspiring both new and existing audiences to take action.

If you're energized by purpose-driven work, love creating content that sparks conversation, and enjoy collaborating with passionate colleagues, we'd love to meet you!

Primary Responsibilities:

- Work with Director of Brand Engagement and Strategic Communications to strategize ALICE story ideas that would resonate with a variety of audiences and bring our mission to life
- Conduct in-depth follow-ups on leads, including phone and virtual interviews, to uncover the core of the story
- Develop compelling written narratives that illuminate the data and highlight our impact
- Create Canva-edited videos/reels, audio clips, social media graphics, and other elements drawn from the written narrative to present the story in new ways
- Manage our United For ALICE social media platforms – Facebook, Instagram, and X – in support of our overall social media strategy. This includes regularly creating and scheduling content, some of which can also be repurposed for Northern New Jersey social, as well as incorporating alt text or subtitles for all materials.
- Work with Director to identify opportunities for strategic partnerships on social media, and to leverage our platforms for fundraising, stewardship, and other avenues to advance the organization
- Work with Director to identify influencers with large followings whose work blends seamlessly with our mission and to develop high-impact engagement strategies with those influencers

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- Conduct in-depth social listening and engagement, gaining insights that will help us grow our presence on our platforms
 - Stay abreast of the latest social media trends and best practices to help us stay current
 - Attend required in-person meetings at office locations, including travel as necessary

Requirements:

- 5–10 years of experience in storytelling, journalism, and/or digital content creation
- Bachelors degree or higher in Communication Journalism, Public relations, Marketing or Digital Media or related field preferred.
- Proven ability to conduct interviews (phone/virtual) and tease out the most compelling takeaways
- Strong writing skills, especially in human-interest or mission-driven storytelling as well as translating data or research into engaging, easily digestible content
- Hands-on experience creating social media content (Canva preferred), as well as utilizing AI tools, to build engagement
- Experience managing organizational social media, especially Facebook, Instagram, and X, with a consistent posting cadence (Sprout Social preferred)
- Familiarity with accessibility best practices, including alt text and captioning
- Experience supporting or executing social media strategies tied to awareness, engagement, fundraising, and/or stewardship
- Ability to identify and adapt to social media trends and tailor content accordingly
- Experience with leveraging social listening to inform content strategy
- An understanding of cross-functional team dynamics along with the ability to facilitate effective interactions by working collaboratively with representatives from different departments

Job Type:

- Full time: 35 hours per week

Salary Range:

- \$65,000-71,000
- Industry-leading benefits including health care coverage, 401(k), flexible schedules and a robust PTO and holiday package

Work Environment:

- This job function uses standard office equipment, such as computers, phones, printer, and photocopiers
- Hybrid: Primarily remote, some in person office meetings with staff, board volunteers, vendors, and donors

About Us:

United Way of Northern New Jersey is one of 1,800 United Ways around the world. Each United Way is an independent entity that serves a specific community. This United Way is unlike any other in the country, running both United For ALICE – a national research organization – as well as serving community needs across a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties. The funds raised by this United Way are invested in unbiased data insights, innovative solutions, and on-the-ground impact to address financial hardship, improving life for ALICE and all.

We are committed to creating an inclusive environment where everyone feels valued, respected, and empowered. We actively encourage applications from individuals of all backgrounds. Our goal is to foster a workplace that reflects the rich tapestry of human experiences, perspectives, and talents. Join us as we build a diverse and vibrant team!

Equal Opportunity Policy:

United Way of Northern New Jersey provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Submit resume and cover letter here: UWNNJ.org/StorySocialManager