



BreakBread
LITERACY PROJECT

a home for young creatives

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BreakBread Literacy Project/ *BreakBread Magazine*

Social Media Manager- Role Description

BreakBread Literacy Project is an all-volunteer, 501(c)3 nonprofit organization that provides free creative writing workshops, pre-professional publishing apprenticeships, literary readings, and curates *BreakBread Magazine*. Our organization provides access to high-quality literary experiences, instruction, and support to young creatives who lack access to the traditional publishing world. The Social Media Manager helps us fulfill our mission by sharing BreakBread Literacy Project events, ideas, opportunities and vision across social media platforms, engaging young creatives who are interested in arts and letters through dynamic, 21st century storytelling. Interested persons should reach out to Jamie Logan (jamielogan@breakbreadproject.org) or apply via Submittable.

Responsibilities:

- Generate and update engaging content on BreakBread social media platforms 4-5 times a week
- Connect with other youth-serving literary organizations on social media
- Build following of young writers on social media
- Devise and execute social media/marketing campaigns to drive submissions to BreakBread Magazine, publicize events, and generate donations
- Attend bi-weekly PR/Art Meeting (online) and collaborate with BreakBread Leadership on an ad hoc basis. Attend monthly AllStaff meeting.

Ideal Candidate

- Expert user of multiple social media platforms: Instagram, TikTok, Facebook and Twitter.
- Collaborative worker, flexible and adaptive to shifting deadlines and needs of a start-up organization.
- Excellent communicator who is straightforward, coachable, and able to exchange ideas and feedback in spirit of growth and honesty.
- Willing to join a team of deeply committed individual artists/activists who strive to create opportunities for young creatives through art and writing.

- Entry-level, eager to learn and adaptive.

Time Commitment

- Typically, this position will require about 6-8 hours/ week.
- During bi-annual production, weekly meetings will require a total of 8-10 hours/week.
- This role requires attendance at regularly scheduled Zoom meetings.
- We ask that interested candidates commit to a 6-month term (renewable if mutually agreeable to both parties).