American Liver Foundation
Digital Engagement Assistant
Part-Time Position.
(10-15 hours weekly)

ALF is the nation's only national voluntary health agency mission devoted to fighting all forms of liver disease. Our mission is to promote education, advocacy, support services and research for the prevention, treatment and cure of liver disease. The American Liver Foundation wishes to expand its online presence and grow our online community.

The Digital Engagement Assistant (DEA) will report directly to David Barton, National Director of Digital Development. The hours are flexible, but the DEA must be available during regular business hours and will be required to call in to our weekly staff meetings to review projects and assignments. The DEA will also need to help monitor accounts on weekends.

Primary Function and Purpose:
The Digital Engagement Assistant will learn the ins and outs of our organization and how we incorporate digital media into our overall marketing and outreach efforts. The position involves interacting and supporting the liver community. Compassion and the interest in helping others is a must.

The DEA is expected to have experience with social media on a personal level and preferably on a professional level.

The DEA must be able to think strategically and analytically. The responsibilities of this position will involve assisting in the formulating and implementing of social media plans.

Major Duties and Responsibilities: The Digital Engagement Assistant will help with the following tasks:

- Creating, scheduling, and responding to posts on ALF social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Creating and uploading YouTube files, video editing skills are a plus
- Editing information on our web pages - familiarity with content management systems (especially WordPress) is preferred
- Uploading videos, photo albums, etc.
- Finding users to follow/friend/like our organization
- Identifying key supporters – “brand ambassadors”
- Writing and posting blog posts/tweets/updates
- Tracking the growth and the impact of social media on our organization
- Replying to comments and messages on all platforms
• Reporting findings to the team

**Education:**
Bachelor’s degree or the equivalent in education, training and experience. A working knowledge of MS Office programs (Word, Excel, PowerPoint, Outlook) is required, Multi-lingual and/or the ability to write/speak in Spanish a plus. Creativity is appreciated.

**Experience.**
Some related work experience is a plus. Excellent writing skills required
The DEA must have the ability to work remotely, with minimal supervision.

**EEO.**
The American Liver Foundation (ALF) will aspire to involve every segment of the community in every aspect of its work and will demonstrate its commitment to and accountability for an inclusive environment in which differences are recognized, respected, valued and celebrated.

For consideration, send your resume and a cover letter with an introduction to yourself and a description of how you feel you could contribute to our efforts.

Please apply to dbarton@liverfoundation.org with "Candidate for ALF Digital Engagement Assistant” position in the subject line.

We intend on filling the position quickly. We look forward to hearing from you!