

**Position**

Content Creator and Social Media Manager

Division

Marketing

Designation

Full-time, exempt employee

Supervisor

Daniel Garcia
Vice President of
Communications

Salary

\$74,000-\$82,000/year, plus benefits

Location

Laguna Niguel, CA

About Exodus Cry

Exodus Cry is a leading global anti-trafficking nonprofit organization focused on ending widespread sex trafficking and commercial sexual exploitation, assisting, and empowering its victims, and educating the public about these horrific crimes. We focus on spotlighting the root causes of sexual exploitation and activating people to join the global movement against this injustice.

Our award-winning films and social content have received over 100 million views worldwide and have helped shape laws around the world after being seen by audiences at the United Nations, U.S. Congress, and both the Canadian and United Kingdom Parliaments. We're driven by the belief that every person should be free from exploitation, and we're inspired by Jesus' call to set the captives free (see Luke 4:18). Our outreach teams have reached over 5,000 exploited women and children in 12 countries and trained more than 3,000 individuals in outreach and intervention in 28 countries.

Exodus Cry is based in South Orange County, California (USA) and was founded in 2008. Learn more at exoduscry.com, or on [Instagram](#), [Facebook](#), [X/Twitter](#), [TikTok](#), [YouTube](#) @exoduscry.

Position Overview

We are seeking a talented and creative Content Creator and Social Media Manager to join our marketing team. This role will be responsible for crafting compelling social content for a variety of platforms and managing our brand's social media presence. The ideal candidate should have a strong screen presence as they will be a "face" of Exodus Cry, and they must possess the traits of a successful social media influencer. They will need to have experience creating highly engaged social content and accounts, be an excellent communicator, a skilled writer, and have a deep understanding of social media trends and audience engagement strategies.

MINIMUM QUALIFICATIONS**Education**

- Bachelor's degree in Marketing, Communications, Journalism, or a related field. (*not required if candidate has high levels of experience*)

Experience

- Proven experience as a social media manager, influencer, content creator, content/copywriter, or similar roles in marketing or communications.
- Proven success building strong social media accounts with high engagement, high view counts, and high impressions.

DUTIES AND RESPONSIBILITIES

Social Media Content Creation

- Be a "face" for much of Exodus Cry's person-driven social content.
- Develop a comprehensive social media strategy and create compelling content to increase brand awareness, engagement, and loyalty across platforms (e.g., Facebook, Instagram, LinkedIn, X/Twitter, TikTok, YouTube).
- Create one or more YouTube-based shows with content that publishes weekly.
- Write, edit, and proofread compelling content for social media scripts, posts, and other digital content.
- Collaborate with the design team to ensure all content is visually appealing and aligns with brand messaging.
- Develop content calendars and ensure consistent posting across social channels.
- Conduct market research to identify trends, audience preferences, and opportunities for content creation.

Content Writing

- On a limited basis, write content for emails, blogs, ads, and other miscellaneous written pieces.

Community Management

- Monitor and engage with social media audiences in real-time, responding to comments, messages, and inquiries in a timely and professional manner.
- Foster online communities, promoting discussions and enhancing follower relationships.

Performance Tracking & Analytics

- Analyze social media performance metrics, generate reports, and provide actionable insights to optimize content strategy.
- Utilize social media management tools to schedule and track posts.

Campaign Management

- Plan, execute, and optimize social media campaigns in collaboration with the broader marketing team.

Cross-Functional Collaboration

- Work closely with marketing, development, film and events teams to align social media efforts with overall organization goals.
- Collaborate on influencer marketing initiatives, partnerships, and other brand collaborations.

KNOWLEDGE, SKILLS AND ABILITIES

- Experience with broadcast journalism or related communication skills as a video-based, influencer-like presenter/speaker.
- Robust understanding of how to create quality social media content across all major platforms.
- Creative mindset with the ability to adapt tone and messaging across various platforms and audiences.
- Excellent writing, editing, and proofreading skills with a strong attention to detail.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Knowledge of SEO and digital marketing best practices.
- Experience with graphic design and video editing tools is preferred (e.g., Canva, Adobe Creative Suite).
- Experience with social media management tools and analytics platforms is preferred.

Physical Requirements

- Must be able to sit at a desk and work on a computer for the majority of each work day.
- Must be able to lift up to 15 pounds at times.
- Must be able to drive and be willing to travel.
- Must be able to work in Exodus Cry's office in South Orange County, Monday-Thursday, and may work remotely on Friday.

APPLICATION REQUIREMENTS

Submit your resume, written cover letter, and samples of your work (including links to your strongest social media accounts) to Travis Huff, listed below.

In addition, please create an Instagram reel, 90 seconds or less, on one of the following topics: sex trafficking, prostitution, sexual exploitation, pornography. The reel can be in the style of content Exodus Cry posts on its Instagram account, or it can be unique to your own style. You can email this reel to Travis Huff, along with the above items.

EXODUS CRY

Contact

Exodus Cry

Attention: Travis Huff

travishuff@exoduscry.com

Exodus Cry is an equal opportunity employer and does not discriminate on the basis of race, religion, color, national origin, age, sex, gender, sexual orientation, disability, or any other characteristic protected by law.