



Down Syndrome Achievement Centers
educate. inspire. believe.

Social Media Coordinator – Part Time (15-20 Hours)

Founded in 2003, GiGi's Playhouse Inc.'s mission is to change the way the world views Down syndrome through national campaigns, educational programs, and by empowering individuals with Down syndrome, their families, and the community. All programs are free and are therapeutic in nature. Each one of our programs is designed to work on specific skill development, including speech and language, literacy, socialization and fine and gross motor skills. GiGi's Playhouse currently has over 61 locations across North America and growing by several locations annually.

Job Description

We're looking for a creative, passionate, and strategic Social Media & Content Creator to tell the story of GiGi's Playhouse Raleigh through engaging content. This person will lead our digital storytelling efforts to increase awareness, engagement, and support across social media platforms, website content, newsletters, and more. This is a key role in driving community connection, volunteer involvement, and fundraising efforts.

Key measures of success in this role include:

- The surrounding community knows about GiGi's Playhouse and Down syndrome and the ways they can get involved.
- The Playhouse has a constant presence on social media via story telling while highlighting families, donors, and volunteers. Measurement is social media engagement and growth.
- Fundraising success through 3rd party fundraisers, sponsorships and other community contributions.

As representatives of GiGi's Playhouse, it is essential all employees display a pleasant and professional personal presence and an exceptional disposition to interact directly with individuals with Down syndrome and their families.

Reports To: Executive Director

Essential Job Functions:

- Develop and implement a social media content calendar aligned with GiGi's Playhouse Raleigh's programming, events, and initiatives
- Create engaging, inclusive, and visually appealing content (photos, videos, graphics, stories, and reels)
- Capture in-person content at programs and events (occasional evenings/weekends required)
- Monitor social channels and engage with followers to build community and awareness
- Collaborate with team members and volunteers for content ideas and storytelling opportunities
- Analyze social media performance and adjust strategies to improve reach and engagement
- Identify and foster relationships with local media sources

- Write blog posts or coordinate with participants, families, and volunteers to create blogs
- Ensure brand consistency and voice across all platforms

Connect to National Effort

- Participate in all required national trainings and ensure all communications are consistent with GiGi's Playhouse branded messaging, brand guidelines and designs.
- Follow all national guidelines and policies as outlined in the Standards of Execution and the Human Resources and Operations manuals.

Competencies:

- Communication: Strong written and oral communication skills with ability to express ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- Motivation: Demonstrates persistence and overcomes obstacles.
- Efficiency: Able to produce significant output with minimal wasted effort.
- Initiative: Volunteers readily; Seeks increased responsibilities; Takes independent actions and calculated risks.
- Professionalism: Approaches others in a tactful manner; 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.
- Collaboration: Ability to work collaboratively and professionally with other staff, board members, committee members, volunteers, families, and donors. Ability to work collaboratively within the community; expand networking opportunities for GiGi's Playhouse.
- Interpersonal: Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 1–3 years of experience managing social media accounts and creating digital content (professional or volunteer experience)
- Proficiency with platforms such as Instagram, Facebook, LinkedIn, and Canva
- Strong photography and video editing skills (mobile-friendly editing preferred)
- Excellent written communication skills and attention to detail
- Passion for inclusivity, advocacy, and working with individuals with Down syndrome
- Self-starter with strong organizational skills and the ability to meet deadlines independently
- Ability to attend occasional evening or weekend events (with advance notice)

GiGi's Playhouse Core Values:

GiGi's challenges all staff and volunteers to embody the following core values:

- Enthusiasm: Bringing positive, high energy to your work
- Best of All: Always looking to improve in all that we do. Challenge yourself every day.
- Get It Done: Making things happen and blasting through barriers when needed; figure it out.
- Believe: Believe in ourselves, believe in our mission, believe we can achieve all that we set out to achieve
- Locally Concerned, Enterprise Minded: To best serve our local communities, we share our location's best practices and have the humility to leverage the collective learnings from across the GiGi's network.

The job duties listed in this job description may not be inclusive of all requirements of this position; other duties may be assigned.

Why Join Us?

- Be part of a heart-centered mission that makes a real impact in the lives of individuals with Down syndrome and their families
- Flexible, supportive work environment
- Opportunity to build your creative portfolio while making a difference

How to Apply:

Please send your resume and 2–3 examples of social media content you've created (or a portfolio link) to raleigh@gigisplayhouse.org. Applications will be reviewed on a rolling basis until the position is filled.