



JOB DESCRIPTION

Title: **Social Media Jedi**

Compensation: Commensurate with education and experience
May be hourly or tied to a salaried position at Sound Starts

Benefits: As arranged in the team member's primary role.
If the social media role is stand-alone and part time, no benefits are available.

Hours: Part Time
2-4 hours per week

Start Date: Variable

POSITION OVERVIEW

The core roles of the social media Jedi is to

- 1) CREATE content for Sound Starts' social media channels
- 2) POST relevant content
- 3) MAINTAIN content library and auto posting schedule
- 4) COMMUNICATE with supervisor regarding social metrics, content ideas, general report

THE OPPORTUNITY

Sound Starts is seeking a social media Jedi to manage and post to social accounts on a daily basis. This individual may or may not be a Sound Starts' team music therapist and will work with team members and clients to source relevant content. Our social media Jedi will use their creative superpowers to design engaging videos or graphics via Canva. Content will be regularly posted and added to our Recur Post library. This individual can expect to work closely with their supervisor to create and execute personal goals and goals related to growth of the company - especially related to social metrics.



WHAT WE DO

Sound Starts helps individuals grow bright and strong through music. The families, students, and young adults at our centers receive high quality music therapy or adapted music lessons from a board certified music therapist. Families and their children experience joy and long lasting, consistent relationships with their music therapist. In the community, individuals of all ages as well as facilities such as schools, hospitals, and eldercare centers receive high quality music therapy services from board-certified music therapists. These facilities value music therapy as a service that impacts the individuals they serve.

CORE VALUES

At Sound Starts, these core values guide our decisions and service delivery. Our team members exemplify these core values in all aspects of their life and work.

Taking Ownership

We have initiative, drive, and follow through. No hand holding. Each team member contributes to the overall vision and growth of our company. We surpass expectations by going the extra mile for our team and company.

Experiencing Growth

Our team is open to new experiences and being stretched in their skillset. We are always improving skills. We experience growth in our roles, in the clients we serve, and of the business itself.

Supporting our Community

We approach our work and relationships with collaboration, caring, understanding, and patience. Sound Starts is a place for community and excellent communication with team and clients.

Embracing Positivity

We have fun with our clients and our team! We acknowledge and process difficulties but also reframe to learn from those experiences. "The perfect circle" story – if you have the opportunity, ask to hear this story.



WORK WITH AMAZING PEOPLE

As the social media Jedi, you will work alongside your supervisor and a team of creative, smart, funny, and committed music therapists. At Sound Starts we are known for our persistent drive to grow music therapy in the community. We are also known for having FUN and celebrating our team members!

WE WANT TO MEET YOU BECAUSE

You get it. You want it. And you have the capacity to fulfill this role. You are someone who has a deep seated desire to be part of something greater than yourself. You are ready to dive in whole-heartedly and build the music therapy community by creating and posting high quality social media content for Sound Starts.

THE ROLE

TIME COMMITMENT

2-4 hours per week. Ideally, this would be an existing team member looking to trade a few hours of clinical work for this role. Outside applicants will still be considered but will need to come to our office(s) at least one time per week.

CREATE

Use canva to create

Graphics

Gifs

Short videos

Topic "Buckets" Include (but are not limited to)

Services

Daily Activities

Events

About Team

About Clients

Quotes

Research Articles

POST

Create and follow an established content sharing schedule

Use RecurPost to maintain an evergreen rotation of content



COMMUNICATE

Respond to comments (or pass along to the appropriate team member)

Find/Join social media groups related to 1) our geographical area and 2) clients that we serve

Establish and maintain some level of connection with other group admins.

Use trello and other provided methods to communicate with your supervisor, team members, and administrative assistant

GROW

Become fluent in and comply with all related SOPs

Engage weekly with supervisor via touchpoint form, face to face conversation, and/or email

Actively participate in monthly team meetings

New team members: Participate in weekly or bi-weekly meetings with supervisor for the first 3-6 months

Participate in performance reviews: 30 days after hire, and every 3 months ongoing

Regularly seek continuing education opportunities to strengthen your skills

Create plans to meet established goals

A TYPICAL DAY MAY LOOK LIKE

On a typical day you will create and post social media content to Sound Starts' social channels according to established frequencies. If you are also a team music therapist, you will provide services on-site at one of our center's, at a client's home, or at a facility in the community. You will connect weekly with your supervisor and be an engaged participant in monthly team meetings.

EXPERIENCE WITH THESE TOOLS/PLATFORMS (preferred but not required; training available)

Recur Post

Canva

Google Suite

Trello

Zoom



EXPERIENCE WITH SOCIAL MEDIA CHANNELS (required)

Facebook

Instagram

LinkedIN

TikTok

(Sound Starts is currently not on LinkedIN or TikTok, these are areas for future expansion)

THIS POSITION MIGHT BE FOR YOU IF YOU

Are a whiz with the social media platforms

Have the ability to create eye catching and on brand graphics/videos/gifs

Can create and maintain a consistent daily schedule

Are excited about interacting regularly with team members to source content!

Understand and embrace Sound Starts' core values

Look forward to executing the various visions and ideas of other team members who do not have the bandwidth to make their ideas happen (in addition to your own!)

WHAT YOU CAN EXPECT FROM US

Sound Starts will provide you with ongoing support. Sound Starts is a place where your contributions, opinions, and ideas are valued. You can expect to be a fully participating member of the team and part of a vision to not only grow the company but to grow music therapy in the DFW area and eventually beyond.

HOW TO APPLY

Send resume and letter of intent to mary@soundstartsmusic.com with subject line: I am ready to become the Sound Starts' Social Media Jedi!