



Job Title: Social Media Manager

Job Location:

Hybrid Work Schedule (Office M/Tu/Th; Home W/F)
This is not a remote position.

Manager: Senior Digital Marketing Director

Work Hours: Full-time, 40 hours weekly

Proposed Hire Date: ASAP

Salary Range: \$54,500 - \$64,900 [Pay Scale 9]

About The Exodus Road

The Exodus Road (TER) envisions a world where no human is bought, sold, or exploited. We disrupt the darkness of modern-day slavery by making human trafficking crime more dangerous, equipping communities to protect the vulnerable through training and education, and walking with survivors as they walk into freedom. With a proven track record of impact and strong international teams and partners, TER is a leading anti-trafficking organization in the five countries where it operates. While engaging with international teams and partners, TER's office in Colorado Springs primarily focuses on fundraising, administration, marketing and communications, and data-driven systems that impact the entire organization.

Job Description

Job Summary:

Reporting to the Senior Digital Marketing Director, the Social Media Manager (SMM) serves as an integral member of the Global Communications team. The SMM will be responsible for ideating and executing TER's media strategy across all brands (@theexodusroad and @influencedorg) and across all channels, including Instagram, Facebook, LinkedIn, X/Threads, TikTok, and YouTube. This role will be our expert on all things social, including trends, social ads, performance optimization, and community engagement.

You'll be creating content, but you'll also be on a collaborative creative team with writers and designers to support you. This role is both strategic and hands-on, requiring the ability to think at a high level while executing quickly. On our team, you'll have an incredible purpose—knowing



that each social post or campaign you run supports efforts to free people caught in human trafficking.

The role of Social Media Manager is a full-time position at our Colorado Springs, CO headquarters. Applicants must be willing to relocate or work in Colorado Springs. **Applications seeking remote work will not be considered.**

Job Responsibilities:

Objectives of this Role

- Build brand awareness for The Exodus Road and our sister channels (Influenced Org), and grow and engage our social media communities
- Generate public awareness for the crimes of human trafficking and online child exploitation by providing compelling and brand-aligned education to key audiences
- Own social media KPIs, including audience growth, engagement, CTR, lead generation, and donation conversions
- Develop and execute full-funnel social strategies (awareness - engagement - lead - donor)
- Play an integral role in marketing campaigns that translate organizational objectives into clear, motivating, and conversion-driven content
- Create content across multiple social channels, including copywriting, design, and short-form video. **The ideal candidate will have the capacity to own social media graphic design and video editing with excellence and efficiency.**
- Develop and manage a monthly content calendar in collaboration with the Global Communications team
- Build and execute channel-specific content strategies aligned to audience behavior and platform best practices
- Collaborate cross-functionally with content, creative, digital marketing, and Global Communications leadership on campaigns and initiatives
- Manage the publication and distribution of content across all channels

Paid Social & Performance

- Build and manage campaigns in Meta Business Suite and Ads Manager, including:
 - Conversion campaigns
 - Lead generation campaigns
 - Retargeting campaigns
- Develop and manage custom and lookalike audiences
- Apply UTM tracking and pixel tracking to measure performance and enable retargeting
- Monitor and optimize campaign performance across:



The Exodus Road®

- Audience segments (age, location, behavior)
- Creative performance
- Manage monthly paid social budgets, including both full campaigns and boosted content
- Conduct A/B testing across creative, copy, audiences, and placements
- Duplicate and iterate on campaigns to scale high-performing ads
- Knowledge with Advantage+ optimizations and testing frameworks to improve performance

Content & Creative Execution

- Create: Reels, short-form video, carousel ads, and static content
- Write: Scripts, hooks, captions, and talking-head concepts
- Produce educational, storytelling, and advocacy-driven content
- Identify and replicate high-performing creative formats and trends

Community Management & Engagement

- Proactively engage and manage the TER online community across comments and messages
- Monitor conversations and audience sentiment
- Implement comment-to-DM automation and keyword-triggered workflows to drive engagement and conversions
- Set up and manage automated responses, ensuring timely, accurate, and on-brand communication

Analytics, Reporting & Optimization

- Track and report on monthly social media performance (organic + paid)
- Provide insights into:
 - Top-performing content (topics, formats, creative)
 - Campaign performance and optimization opportunities
- Use performance data to inform future strategy and content planning
- Build or leverage dashboards and tools (e.g., Google Analytics, StatusBrew or similar platforms) to drive insights

Innovation & Growth

- Stay ahead of social trends, platform updates, and emerging formats
- Bring forward ideas for experimental campaigns and growth opportunities
- Continuously test new approaches to improve reach, engagement, and conversion



- Be detail-oriented, ensuring all content meets high standards of excellence and maintains brand voice
- Act with agility, creating content outside of planned calendars when needed
- Participate in brainstorming sessions and organization-wide initiatives

Job Requirements:

- 3+ years of experience in social media management
- Bachelor's degree in marketing, communications, or related field
- Strong copywriting and content creation skills, with the ability to design in tools such as Adobe Creative Suite, Canva, or similar platforms
- Proven portfolio of content developed that aligns with job requirements
- Experience managing paid social campaigns, particularly within Meta Ads Manager
- Understanding of:
 - Social media trends and platform best practices
 - Audience targeting and segmentation (including lookalike audiences)
 - Performance marketing and conversion-focused strategies
- Ability to think strategically while executing quickly
- Service-oriented, team player with a passion to support the mission of freedom
- Data-driven mindset with the ability to translate insights into action
- A/B testing, campaign optimization, and Google Analytics preferred, not required

What Does Success Look Like?

30 Days – Foundation & Assessment

- Conduct a comprehensive audit of social media performance (organic + paid), including content effectiveness, audience insights, campaign performance, and tracking infrastructure (Meta Pixel, UTMs, conversion tracking)
- Establish baseline KPIs across audience growth, engagement, CTR, conversion rate, and cost per result
- Build alignment with Global Communications, Creative, and Digital Marketing teams on goals, workflows, and campaign priorities
- Identify and implement quick-win optimizations across content (format, hooks, cadence) and paid campaigns (creative, targeting, budget allocation)

60 Days – Strategy Development & Implementation

- Strategize and begin developing a structured content calendar with defined content pillars and high-performing formats, while optimizing and enhancing the existing calendar



- Build and execute channel-specific content strategies, tailoring and scaling organic content to align with platform behaviors, audience insights, and best practices
- Create and produce content across social channels, including copywriting, design, and short-form video, aligned to strategic content pillars and campaign goals
- Develop and implement a paid social optimization strategy leveraging retargeting, lookalike audiences, and refined demographic and geographic segmentation to drive conversion performance
- Launch and manage content publishing across social channels, ensuring timely deployment and strategic amplification of high-impact posts
- Implement A/B testing across creative, messaging, and audience segments to continuously optimize performance
- Partner cross-functionally to support integrated campaigns with clear social amplification and distribution strategies

90 Days – Growth & Optimization Results

- Deliver measurable improvements in key performance metrics:
 - 15–25%+ increase in engagement rate
 - 10–20%+ audience growth across priority channels
 - Improved CTR and conversion rates
 - Reduced cost per lead/donation
- Launch and optimize an integrated social campaign driving awareness, engagement, and conversion impact
- Build and operationalize a centralized reporting dashboard to track performance, surface insights, and inform ongoing optimization
- Scale high-performing content and campaigns by reallocating budget and prioritizing top-performing creative and audiences
- Refine full-funnel performance by strengthening the connection between content, user journey, and conversion outcomes
- Establish sustainable community engagement and automation strategies (comment-to-DM flows, keyword triggers, response management)
- Deliver a 90-day performance report with key insights, learnings, and a forward-looking growth roadmap

To apply, please submit a cover letter, resume, and portfolio to careers@theexodusroad.com. A portfolio is required for application review. The position is available for immediate hire, with applications considered on a rolling basis.



The Exodus Road does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. TER is a nonsectarian nonprofit, and all salary ranges are determined by a third-party consultant and deemed as fair and competitive in the state of Colorado.