

Oikocredit USA- Social Media Team Leader (SMarT Leader)

Desired Start Date: On or about May 28, 2012

Oikocredit USA seeks a dynamic and self-driven leader to serve as the **SMarT Leader** to launch CHiRP Force (Citizens Helping in Reducing Poverty), a nation-wide social media campaign to engage young adults in microfinance and economic development advocacy. CHiRP Force is a network of 10 university students broadcasting regionally via social media news about Oikocredit USA, microfinance, international development, and socially responsible investing. **The SMarT Leader**, based in Washington, DC, will coordinate this campaign and the activities of these ten individuals. In this leadership role, the SMarT leader will gain valuable exposure to the world of socially responsible investing in microfinance. Responsibilities include:

- Training and communicating social media strategy to Oikocredit USA's CHiRP student volunteers
- Assigning and tracking social media tasks to regional volunteer groups as well as individual CHiRP volunteers via HootSuite
- Ensuring that Oikocredit USA stays true to its social media strategy of diffusing information/media to social media users in order to generate support and interest in Oikocredit's work in microfinance and development finance (thus planting the seeds for future investors and broadening our reach to untapped investor pools)
- The Social Media Team Leader will report to the Business Development Coordinator at Oikocredit USA regarding the CHiRP volunteer force and will be responsible for analysis of their efforts.
- Manage and administer Wikisite for CHiRP Force

Skills & Qualifications:

- General computer literacy; proficiency in Microsoft Office, WordPress blog site, Skype video chat
- Specialty in social media tools and analytics, including Facebook, Twitter, Hootsuite, CoTweet, Flickr, Klout, and TweetStats
- Some familiarity with conference calls and meeting software (WebEx, GoToMeeting)
- Demonstrated management, communication, and delegation abilities
- Experience with non-profits, event-planning, or public relations
- Experience working with a remote team a plus
- General understanding of microfinance sector and MIVs (Microfinance Investment Vehicles) is desired
- Excellent writing skills and experience with blogging/persuasive writing

Time Commitment/Compensation:

- The Social Media Team Leader would be a DC-based internship position (unpaid) that would require about **20-25 hours/week**.
- Compensation for travel and university credit can be arranged.
- **The position has a preferred 6 month commitment.** Depending on the success of the candidate, this position could lead to a paid internship.

Candidates may apply with a resume and brief writing sample (1-2 pages) either from a personal blog or a persuasive piece on one (1) of the following topics:

- Microfinance and development
- Fair trade
- Women's Empowerment
- Cooperative Groups

Please send complete application to:

Oikocredit USA

Email: lgage@oikocredit.org

Subject: SMarT Leader

About the organization:

Oikocredit is one of the world's largest sources of private funding to the microfinance sector. We finance locally-based microfinance institutions, provide credit to trade cooperatives, fair trade organizations and small-to-medium enterprises (SMEs) in the developing world. We have nearly \$700 million in outstanding loans. \$30 million of this comes from US investors. With these funds, our project partners dispense loans to the poor and disadvantaged, with a special emphasis on rural areas and women. Oikocredit is also at the forefront of social performance management, integrating environmental, social and governance factors into investment decisions.

Oikocredit offers a dual return to our investors: financial and social. In addition to earning modest financial returns, investors are secure in the knowledge that their money is being used to fight poverty, promote fair trade and respect our planet's natural resources.

Oikocredit's Washington, DC office is charged with attracting new investors, engaging with existing investors, and educating the public about global poverty alleviation and economic empowerment. The DC office does not disburse loans.