

Social Media Manager

Virufy Mission Statement: Our vision is to develop a smartphone app that can be used by everyone in the world to find out in seconds whether they have COVID-19. We are utilizing cutting-edge artificial intelligence technology to identify patterns undetectable by humans from the unique respiratory signatures of lungs damaged by the virus.

Job Description Overview: This person would work to improve our existing social media platforms and widen our network. Tactically, this job would involve driving engagement via use of Twitter, Instagram, Facebook, and LinkedIn, as well as writing some of our blog posts and updates. This person would also be responsible for web analytic tools to assess progress, as well as developing new marketing campaigns for PR and crowdsourcing. The Social Media Manager would work in conjunction with the Medical and AI teams to develop content.

Responsibilities:

- Researching and identifying current trends in our social media platforms to maximize followers and engagement
- Creating regular, visually appealing content for social media platforms
- Executing large-scale social media campaigns and strategies
- Developing impactful blog posts and updates
- Monitoring social media and Google analytics, implementing appropriate strategies to increase engagement on all platforms, relaying relevant info to other members of the team
- Building brand awareness and collaborating with Clinical Outreach team to reach out to influential people and organizations involved with AI and COVID-19 for partnerships

Experience:

- Previous experience in social media (including research or internship)
- Bachelor's Degree in marketing, PR, or related field a plus
- Organized, collaborative, and detail-oriented
- Previous startup experience and/or graphic design a plus
- Clear and concise writing skills (may ask for a sample)
- Proficiency in the Microsoft Office Suite

Hours:

5+ hours per week

To Apply:

Please fill out the [form](#) and feel free to reach out to Anja at azehfuss@stanford.edu with any questions