



Job Description

Socia Media Coordinator (Part-Time, Asynchronous)

Roots and Branches Therapy is a Brooklyn-based group practice offering in-person group, individual, and couples therapy in-person at Grand Army Plaza and virtually. We are a collaborative, trauma-informed, client-centered team that values diversity in both our backgrounds and clinical orientations. We hire team members who are passionate about the work, committed to professional growth, and open to self-reflection. Our leadership is rooted in service, and we strive to create a safe and supportive environment where team members can thrive, learn from one another, and branch out into their areas of interest.

Position Overview:

The Social Media Coordinator oversees our presence across social platforms. (LinkedIn, Instagram, Facebook) This position will post regularly (minimum three days per week), support in creating a weekly blog, and elevate brand visibility while aligning with our mission: empowering clients through connection, professional fulfillment, and mindful acceptance. This position should have an understanding of mental health and wellness with an ability to drive engagement and conversion.

Key Responsibilities:

Content Strategy and Creation

- Develop and post engaging content at least three times weekly across platforms such as Instagram, Facebook, and LinkedIn.
- Posts should be focused on a diverse client base, providing empathy, honest feedback as well as Roots and Branches mission and purpose to empower clients to courageously pursue lives of genuine connection, fulfillment and adventure.
- Edit and provide photography for a weekly blog post spotlighting relevant topics—evidence-based therapy approaches, mental health tips, and cultural responsiveness—aligned with your mission and values.

Client Conversion and Lead Nurturing

- Design content that inspires action: booking a free informational session or exploring therapist profiles, consistent with the website's call-to-action framework
- Use data-informed strategies to boost conversions from followers to inquiries or booked appointments.

Analytics and continuous improvement

- Track engagement, audience growth, click-through, and conversion metrics.
- Use insights to iterate on content strategy, optimizing performance monthly.



ROOTS & BRANCHES THERAPY, PLLC.

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Requirements:

- Demonstrated understanding of brand aesthetic
- Exceptional storytelling skills with a blend of empathy, clarity, and professionalism.
- Familiarity with mental health, therapy modalities, or wellness content
- Solid understanding of platforms, algorithms, and best practices (Instagram reels/stories, Facebook posts, LinkedIn articles).
- Proficient with design tools (e.g., Canva)
- Self-starter, collaborative, and aligned with restorative and inclusive values..
- Reliable, detail-oriented, and able to work independently.
- Eligibility to work in the U.S. and completion of I-9 verification.

Preferred Experience: designing or writing newsletters and blogs.

Work Location/ Schedule:

- Remote and Asynchronous
- Flexible Scheduling, 6-10 hours per week based on business needs

Compensation:

- Hourly wage aligned with NYC market and minimum wage standards \$20-\$25/hour, depending on experience).
- PTO after 90 days of employment as per the paid time off policy set forward in the handbook.
- Paid Sick Leave: Accrual of 1 hour for every 30 hours worked, up to 40 hours per year, in accordance with NYC Paid Safe and Sick Leave Law.

Equal Opportunity & Compliance Statement

Roots and Branches Therapy PLLC is an equal opportunity employer. Our selection is based on qualifications, merit, and business needs.

We comply with NYS Labor Law, including pay transparency requirements.

Applicants may request reasonable accommodation during the application process.