FOUNDATION	DATE PREPARED OR REVISED 3.5.2021	FLSA CLASSIFICATION ORGANIZATION LEVEL Specialist
Position Title Social Media Specialist	Department Marketing	Reports To Digital Media Content Producer

Position Summary:

THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Execute a results-driven social media strategy and monitor KPIs.
- Develop and curate engaging and unique content for social media platforms and adjust accordingly to meet the audience of the varying platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with marketing team to create a social media calendar.
- Monitor social media channels for industry trends and utilize emerging outlets and tools to maximize social media outreach.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.
- Ability to collaborate with different departments to be aware of any upcoming events/information to communicate effectively with our followers and donors.

THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS

THE NON-ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Assist with writing and editing press releases.
- Assist/backup website postings.
- Research primary historical resources in order to write and create quality and professional content.
- Work as an integral part of the Marketing team to ensure activities function efficiently and effectively.
- Perform other related duties

EDUCATION/SPECIAL SKILLS/EXPERIENCE:

- Bachelor's degree in marketing or a related field with 1-3 years' experience with B2C social media marketing or content development
- Direct experience using social media and management tools (Hootsuite, Sprinklr)
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro, Lightroom, and Illustrator) or equivalent digital media editing tools a plus
- Industry-accepted certification in social media skills, curation, and\or management preferred.

- Passion for social media and proficiency with major social media platforms and social media management tools
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space.
- Strong copywriting and copy editing skills.
- Top-notch oral and verbal communication skills
- Impeccable time management skills with the ability to multitask.
- Detail-oriented approach with ability to work under pressure, meet deadlines, and plan

PHYSICAL/MENTAL CHARACTERISTICS OF THE POSITION AND ENVIRONMENTAL FACTORS OF THE WORKPLACE:

- Ability to use office equipment.
- Ability to lift, carry up to 20 lbs, climb, sit, stand, etc.
- Ability to use a computer for entering and retrieving data.
- Must be able & available to work some evenings and/or weekends as necessary for events

This position description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee. The Gettysburg Foundation retains the discretion to add to or change the duties of the position at any time with or without notice.

Employee Acknowledgement Date

Supervisor Acknowledgement Date