

	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:		
<p>THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:</p> <ul style="list-style-type: none"> • 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. <p>THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS</p>		
<p>THE NON-ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:</p> <ul style="list-style-type: none"> • 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 		
<p>EDUCATION/SPECIAL SKILLS/EXPERIENCE:</p> <ul style="list-style-type: none"> • 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. 		

