JOB DESCRIPTION

| **TITLE** | COMMUNICATIONS/SOCIAL MEDIA MANAGER  |
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| **Reports To**  | [Insert Title] |

**Job Purpose**

The Communications/Social Media Manager is responsible for planning, developing, implementing, and monitoring [Organization Name]'s social media content. This role is also responsible for developing relevant topics, identifying content types, and setting content guidelines.

The successful Social Media Coordinator is an excellent communicator able to maintain engagement across [Organization Name]'s social media accounts, increase social media following, and drive traffic to [Organization Name]'s website.

**Duties and Responsibilities**

Overall Responsibilities:

* Managing content of [Organization Name]'s social media accounts (e.g., Instagram, Facebook, Twitter, and LinkedIn)
* Analyzing and reporting social media analytics and developing content strategies accordingly
* Conducting surveys to identify the interests and concerns of key groups served by [Organization Name]
* Developing and implementing social media content strategies based on [Organization Name]'s social media analytics and surveys
* Researching, planning, and preparing topics for written, graphic, and video content that is informative, engaging, and can gain more followers
* Developing a content guideline
* Assign content creation to a team of content developers
* Maintaining the content calendar and ensuring content are published regularly on time
* Considering web traffic and customer engagement metrics to create an optimal posting schedule
* Initiating and maintaining contact with industry professionals, influencers, and the media for content partnership
* Acting as spokesperson for [Organization Name], responding to inquiries on social media
* Engaging with social media page visitors for user-generated content
* Keeping up with the latest social media platforms, trends, best practices, and technologies.
* Evaluating existing social media projects and strategies
* Applying search engine optimization techniques that match or complement [Organization Name]’s website SEO strategies
* Performing other related duties

**Qualifications**

* X years of experience working in public relations or social media role
* Post-secondary education or equivalent experience in communications, social media, public relations or marketing
* Proficient in MS Office Suite or Google Suite
* Experience leading and managing SEO campaigns is required/a plus
* Track record of identifying target audiences and developing social media content that engages, informs, and motivates is required/a plus
* Experience working on social media marketing campaigns on [INDICATE PLATFORM/S e.g., Facebook, Twitter and LinkedIn)
* A/B and multivariate experimentation experience is required/a plus
* Excellent understanding of website and analytics tools is required/a plus
* Understanding of HTML, CSS, and JavaScript development and constraints is required/a plus
* Experience using social media tools and project management tools (e.g., Hootsuite, Asana) is required/an asset
* Experience using design and media editing tools (e.g., Adobe Photoshop, Premier Pro) is required/an asset
* Experience with web design and publishing and the use of content management systems (e.g., WordPress) is required/an asset

**Core Competencies**

* Excellent written and verbal communication skills
* Great interpersonal and communication abilities
* A superb sense of aesthetics and creativity
* Excellent time management, organization, strategic thinking, and multi-tasking skills
* Superb critical thinking, and problem-solving skills
* Excellent data analysis skills
* Ability to exercise tact and discretion and diplomacy
* Ability to deal with diverse populations
* Ability to gasp future trends in digital technologies and act proactively

**Working Conditions**

* Work a standard schedule [INSERT SCHEDULE e.g. 8 AM to 5 PM, Mondays to Fridays]/flexible hour
* Requires extended periods of sitting and working on a computer monitor
* Interacting with the public often under varying circumstances-including situations of a highly sensitive nature
* May require overtime or working long hours