

Social Media Specialist

Position Description

SUMMARY

This individual is responsible for the creation, design, implementation and management of *Sample Association* social media sites, web communities and related web-based applications and communications. Responsible for planning and implementation of the association's use of social media and other online communications networks. Develops initiatives in social networking, video sharing, web communities and on other social media sites and technologies to engage members, educate the public, strengthen the brand and promote products and services. This includes but is not limited to social media applications, blogs, podcasts, RSS feeds, e-mail broadcasts, and surveys.

Essential Duties and Responsibilities include the following; other duties may be assigned.

- Responsible for the creation, design and implementation of internal and external Social Media and Web based communication pieces.
- Identifies ways to enhance member experience through various forms of social media.
- Facilitates presence on external industry social media and communities. Monitors industry social networks for mention of *Sample Association* and identifies opportunities for staff to respond to and/or issues of member interest.
- Creates, implements and manages social media and web community programs and campaigns.
- Measures the effectiveness and ROI of social media programs, and tracks consumer/market trends in usage of social media.
- Creates, maintains, evolves and enforces social media policies and guidelines to support and protect *Sample Association's* brand. Ensures positive messaging is maintained in social communities and helps establish consistency of messages.
- Remains abreast of technological advances in the field and is able to identify areas of use in the organization (social media as described above is included in this). Keeps up-to-date on the latest technologies and association best practices in social media.
- Monitors and tracks discussion topics for the management team.
- Prepares reports to update internal staff on usage statistics.
- Strategizes with and educates staff on all forms of social media and how they can incorporate relevant social media tools and techniques into their programs.
- Facilitates the collection and publishing of *Sample Association* and user-generated audio, video, photos and text.
- Assists with communications aspects of *Sample Association* websites; specific responsibilities include copyediting, fixing links, and enhancing page layouts and managing documents in terms of technical specifications and content value for site visitors.
- Assists with documentation of financial details and creating budget plans for the use of social media.
- Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs.
- Accurately proofreads, edits and tests any social media and web-related applications.
- Assists in search engine optimization (SEO) efforts.

Performs other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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Education/Experience:

- Bachelor's degree from an accredited four-year school is required – Marketing, Advertising, Commerce or Communications degree preferred.
- Experience in measurement of social media ROI and tracking consumer/market trends in usage of social media preferred.
- Excellent written and oral communication skills are required.
- Needs to have active knowledge of social media websites (current and future/evolving) and how to use them effectively.
- Must have creativity and talent in order to think of unique social media strategies.

Computer Skills:

To perform this job successfully, an individual should have thorough knowledge of:

- Word
- Excel
- PowerPoint
- Outlook
- Internet
- Adobe InDesign and Photoshop
- Be able to use the latest internet/web/web community tools and technology to promote the product in the social media and enhance social media page layouts.