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| Job Title: | Social Media Coordinator | Job Class:  | Coordinator |
| Division: | Community Engagement | Department: | Community Engagement |
| Reports To: | Community Relations Director | Term: | N/A |
| Job Description |
| Position Summary & Job Purpose:The Social Media Coordinator is responsible for maintaining the Organization's online presence through various social media platforms. As part of the Community Engagement team, the Social Media Coordinator is the public face of the Organization on the web, and works collaboratively with the Marketing team to ensure the successful implementation of various promotional campaigns.Duties & Responsibilities:**Division / Department Duties:*** Develop strategies to increase fan base across the Organization’s social media platforms.
* Execute tactics to increase community participation in the Organization’s social media activities.
* Actively engage the Organization’s social media fan base to transform visitors into engaged followers.
* Designs posts to actively encourage visitor curiosity and engagement.
* Plans and develops a posting schedule, factoring in peak periods of website traffic and online analytics.
* Work with the Marketing Division on social media advertising and promotional campaigns.

**Organizational Development & Process Improvement:*** Actively participates in committees and special projects as assigned by the Community Relations Director, or Board of Directors.
* Recommends changes in social media best practices to the Community Engagement.
* Maintains current knowledge on all social media platforms used by the Organization.

**Financial Management:*** Ensures that all resources (time and supplies) are used in the most efficient ways possible, to support department objectives.
* The Social Media Coordinator holds no financial authority.
* **Qualifications:**

**Professional:*** Experience in a Social Media Coordinator, Manager, Guru, or related position.
* Expertise with a wide range of social media platforms.
* Proven ability to deliver creative and engaging content.
* Familiarity with online social media and marketing strategies.
* Ability to collect and interpret SEO and analytics information.

**Personal:*** Excellent written and verbal communications skills.
* Ability to establish and maintain working relationships within a diverse team.
* Self-motivated, creative, collaborative and innovative.
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| L**ast Updated On:** | 2018-11-29 | **Updated By:** | Collin Wynter |