# Job Description

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| Position Title | Department | Reports to |
| Social Media Marketing Specialist | Branding & Marketing | CEO |
| Employment Status | FLSA Status | Effective Date |
| [ ]  Temporary [ ]  Full-Time [x]  Part-Time | [x]  Non-Exempt [ ]  Exempt | **TBD** |

All staff (employees, volunteers and interns of Building Resilient Communities (BRC), in the performance of their respective tasks and duties, are expected to conform to the following:

* Adhere to the BRC “Code of Conduct”
* Interact professionally with other employees, volunteers, interns, clients, partners, and suppliers
* Perform quality work within deadlines with or without direct supervision while understanding the necessity for communicating and coordinating work efforts with other employees, volunteers, interns and organizations
* Assist in maintaining a professional atmosphere while representing BRC

## Position Summary

The Social Media Marketing Specialist must develop, execute, and monitor multi-platform marketing campaigns (advertising, promotions, and sales). The Specialist understands how marketing, strategic communications, and public relations can work together synergistically to impact community awareness of BRC’s services to the community. The Specialist’s work will include researching the market, analyzing trends, recommending Branding tools to help define BRC's marketing strategy, and providing advice as to how to best reach the target market. The Specialist will need to be experienced in a variety of communication channels such as: MailChimp, Facebook, Instagram, Tweeter, TikTok, and other social and digital platforms.

## Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

* Creates and develops marketing materials as communications tools that promote the mission and goals of BRC;
* Develops and implements Search Engine Optimization (SEO) to measure and increase awareness of our services to the community through a variety of online presences;
* Ensures a data-driven approach to gauging the success of marketing-related activities and alignment with organizational goals and strategies;
* Responsible for community engagement, and have a comfort level with local officials, government leaders, and community influencers;
* Measures and reports performance of all social media campaigns and assess against goals;
* Responsible for creating and implementing social media strategies on multiple platforms, including Facebook, Twitter, Instagram, Hootsuite, MailChimp, eBlast, LinkedIn and more;
* Maintain social media profiles and create new profiles as needed;
* Adds new content and updates from designated affiliate partners;
* Collects (research) impressions and engagement analytics (or insights) from each platform to create internal and external reports;
* Creates and grow engagements and followers across all platforms;
* Market upcoming events: post upcoming events to all social media platforms and send announcement/reminder emails via MailChimp, and check attendees via Eventbrite;
* Occasionally, create flyers, videos and other graphics for social media using Canva and or Toonly or other software; and
* Other duties as assigned.

Minimum Job Requirements**:**

* A bachelor’s degree from an accredited four- year institution in business administration, marketing, communications or a related field or appropriate experience and certification of skill level;
* Preferred: 1-3 years of experience in Marketing and/or Social Media (paid or volunteer);
* Excellent written and verbal communication skills as well as outstanding copywriting and proofreading skills;
* Comprehensive knowledge on various marketing platforms, channels, and best practices, including social, digital, and email marketing;
* Must be a self-starter and able to independently execute projects, prioritize tasks, and meet deadlines; and
* Detailed-oriented with the ability to initiate and monitor a variety of social media sites.

## Knowledge, Skills and Abilities Required:

* Demonstrated experience in social media and marketing,
* Strong familiarity with social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and others,
* Experience in creating a marketing and/or social media strategy,
* A strong passion for high-tech innovations,
* Willingness to interview and present on video, and
* Strong time management skills.

## Preferences:

* Experience or familiarity with the topics of information security and data privacy,
* Knowledge and/or experience with nonprofit organizations,
* Preferred experience 1-3 years with a non-profit organization, and
* Bi-lingual (Spanish).

## Compensation and position details:

**The hourly rate of pay for this non-exempt position is $20 per hour** and is eligible for overtime. This position is a part-time position (20 hours/week). Days of work are Monday through Friday or as scheduled by management. Occasionally, work on Saturday and/or overtime may be needed.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made.

Note

*This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.*

### Reviewed with employee by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Received and accepted by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The company is an Equal Opportunity Employer; and operates according to all federal and state laws including ADA regulations as applicable. This is a drug free workplace. Revised 12-2-2021*