|  |  |
| --- | --- |
| Job Title: | Social Media and Communications Manager, Public Affairs |
| FLSA: | Hourly |
| Date: | March 2024 |

|  |
| --- |
| Job Summary: |

Creates and executes the Chamber’s social media strategy on all channels. Work closely with various Chamber departments to promote and cover events, share testimonials from member and communicate with a consistent, professional voice on behalf of the Chamber. Also responsible for managing Chamber Connection, our weekly e-newsletter; coordinating member advertising in the newsletter and the website; and scheduling, reviewing and sending all mass communications. Reports to Public Affairs Vice President.

|  |
| --- |
| Essential Duties and Responsibilities: |

* Work with Public Affairs Vice President to develop and execute a social media calendar and plan, including managing paid campaigns
* Track and monitor social media metrics to build the Chamber brand on social media and to interact with members
* Write, edit and produce social media posts, along with sharing news highlighting Chamber members
* Support various communication channels for the Chamber Councils and Chamber sub-brands to ensure accuracy and brand consistency
* Schedule, coordinate and write member testimonials for use on various Chamber channels
* Schedule, review and send all mass communications to various constituencies.
* Produce and schedule Chamber Connection, the weekly newsletter to membership
* Works closely with Design Coordinator to execute specific marketing and editing needs
* Reports to Public Affairs Vice President

## *The above cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.*

|  |
| --- |
| Education and Experience Requirements: |

* BA/BS degree in Communications, Marketing, Journalism or equivalent work experience
* 1-3 years communications experience, including experience managing social media accounts for a brand or agency

|  |
| --- |
| Knowledge/Skills/Abilities: |

* Excellent professional appearance, reputation and credibility
* Ability and desire to learn challenging new skills on one’s own
* Excellent interpersonal skills to work with key business leaders and changing volunteer base
* Excellent communication/presentation skills, both oral and written
* Strong attention to detail / copy / proofing skills
* Strong project management skills with willingness to employ detailed project implementation plans
* Ability to manage and prioritize multiple projects
* Identify innovative ways to implement projects within established timeframes
* High energy level, self-motivated, and demonstrated initiative.
* Working knowledge of AP Style.
* Proficiency with Microsoft Office Suite, Adobe Creative Suite products including Photoshop, InDesign, Illustrator

|  |
| --- |
| **Skill Requirements: (X = Required for job)** |
| X | Utilize internet web sites/functions | X | Public speaking/group presentations |
| X | Utilize word processing software | X | Reasoning and logic |
| X | Utilize spreadsheet software | X | Leadership and supervisory |
| X | Utilize database software | X | Retrieve and compile information  |
| X | Typing/computer keyboard | X | Maintain records/logs |
| X | Analyze and interpret information  | X | Verify data and information  |
| X | Ability to communicate verbally | X | Ability to prepare written communications |
| X | Operate office equipment, fax, phone, calculator, etc. | X | Basic mathematical concepts (add, subtract, multiply, divide) |
| X | Investigate, evaluate and recommend action | X | Advanced mathematical concepts (fractions, decimals, rations, percentages, graphs) |
| X | Organize and prioritize information/tasks |  | Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics) |
| **Physical Requirements: (X = Required for job)** |
| X | Sitting for extended periods | X | Lifting up to 20 pounds of office supplies/equipment |
| X | Extended periods viewing computer screen | X | Carrying up to 20 pounds of office supplies/equipment |
| X | Walking | X | Pushing/Pulling |
| X | Reading | X | Bending/Stooping |
| X | Standing |  | Reaching |
| X | Writing |  | Grasping |
| X | Hearing | X | Repetitive Motions |
| **Hazards: (X = Required for job)** |
| X | Normal office environment |  | Electrical current |
|  | Toxic or caustic chemicals |  | Housekeeping and/or cleaning agents |
|  | Flammable, explosive gases |  | Proximity to moving mechanical parts |
|  |
| **Employee Acknowledgement:**I have reviewed and understand the requirements stated in this Job Description.  |
|  |  |
| Employee’s Signature | Date |