



Position Title: Social Media Specialist

Job Description & Responsibilities:

- Building and executing social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Generating, editing, publishing and sharing daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Setting up and optimizing company accounts/pages within different social media platforms/outlets (Facebook, Twitter, Instagram, etc.) to increase the visibility of company's social content.
- Continuously improving by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborating with other executive board members (Events & Marketing Manager, North/Central/South Liaisons, etc.) to manage reputation, identify key players and coordinate actions.

Qualifications & Requirements:

- Must be an E.O.F. Alumna/Alumnus with an Associate's or Bachelor's Degree and applicable professional experience
- Demonstrate strong management skills with prior experience in marketing is a plus
- Must be highly organized and a self-motivator and self-starter
- Efficient communication ability, both written and oral
- Must be proficient in most if not all of the following social media platforms for strategic marketing use: Facebook, Instagram, Twitter, Hootsuite, and LinkedIn
- Proficient or has an understanding of the following tools: Google Apps, Video conferencing, and virtual project management tools (i.e. Asana)
- Should be proficient and comfortable with virtual team collaboration