

Innovative Services NW Job Description

Job Title: Content & Social Media Engagement Manager



CLASSIFICATION: 01

HOURLY/SALARY RANGE: \$20-22/HOUR

REPORTS TO: VP OF OPERATIONS

EFFECTIVE DATE: 1/1/2021

SUMMARY: The Content & Social Media Engagement Manager is responsible for creating, distributing, and measuring effectiveness of content to achieve our organization's marketing, advocacy, and development goals. This includes social, digital/video, and printed content. This position is also responsible for engagement with our social media audiences. Ultimately, you should be able to create and oversee all marketing content initiatives to ensure engagement, brand consistency and a positive customer experience.

ESSENTIAL FUNCTIONS:

Content Creation

- Create and manage a content calendar that aligns with the strategic marketing, advocacy, and development plans for the organization
- Determine appropriate use of social media channels to engage desired audience
- Collaborate with program managers to identify opportunities for storytelling regarding program participants
- Collaborate with executive staff and board members to inform and support marketing and development goals
- Create original content in written, photo, and video form, as appropriate for the distribution channel. This will involve field-work to conduct interviews and capturing your own video and/or photos.
- Identify opportunistic photo/video moments during regular business within our building
- Create monthly, quarterly, and annual newsletters and reports
- Graphic design of collateral for development activities
- Maintain and update all building and program signage and collateral
- Ensure brand consistency and legal compliance (i.e. photo releases, copyright, etc.) across all materials

Content Distribution & Engagement

- Make recommendations regarding new ideas for distribution channels
- Distribute content according to content calendar and strategic plans
- Maintain relationships with local media for press releases
- Keep our blog and website fresh and accurate
- Manage all social media channels and act as the "voice" of Innovative

Measure Effectiveness

- Establish and manage a dashboard to measure progress to goals
- Optimize content according to SEO
- Recommend new strategies/ideas based on results

Perform other duties and projects as assigned

WORK ENVIROMENT: This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and cameras. This role may periodically perform work outside or in the community to complete interviews or photo/video shoots.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bending or standing on a stool as necessary.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk and hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include, close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

AN EQUAL OPPORTUNITY EMPLOYER

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POSITION TYPE AND EXPECTED HOURS OF WORK: This may be a full or part-time position based on the needs and skills of the individual. Expected hours of work are 9 a.m. - 5 p.m. with occasional weekend/evening work during events.

REQUIRED EDUCATION, CERTIFICATION(S) AND EXPERIENCE

- Bachelor's degree in marketing, journalism, digital media, or similar
- Proven work experience as a Content or Social Media Manager
- Hands-on experience with MS Office and WordPress; basic technical knowledge of HTML and web publishing is helpful
- Knowledge of SEO and web traffic metrics
- Intermediate to expert level knowledge with social media (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Experience with shooting and editing your own videos and photos for social media use
- Excellent writing skills in English required; additional Spanish writing ability preferred
- Intermediate level experience with Adobe Creative Suite preferred
- High level of attention to detail with solid organizational and time-management skills
- High level of emotional intelligence; able to quickly and easily develop rapport with interview subjects

AAP/EEO STATEMENT:

Innovative Services NW provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

OTHER DUTIES:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for their job. Duties, responsibilities, and activities may change at any time with or without notice.

SIGNATURES:

This job description has been approved by all levels of management:

Manager _____ Date _____

HR _____ Date _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____