

**To Be Completed by  
Human Resources**

**Job Code:**

**Job Title:** Social Media Specialist

**Supervisor's Title:** Director Fund Development/Communications

**Department:** Communications

**Job Summary**

The Social Media Specialist will be responsible for developing and implementing a comprehensive social media strategy to increase our web traffic and our brand awareness. Social Media Specialist will have excellent multitasking skills to handle all YWCA Northern New Jersey social media accounts in a cohesive way. Must have a creative way of thinking and presenting our brand through multiple social media channels ensuring our company web presence is aligned with our marketing strategies.

**Key Responsibilities**

**Social Media & Content Creation**

Creating promotional graphics, researching post material, sourcing promotional material when needed, organizing materials, utilizing planning calendars, scheduling posts, following up with followers/messages, managing YouTube channel, ensuring our message is on-brand throughout posted content. Other responsibilities include but not limited to:

- Design social media strategies to achieve marketing targets
- Manage, create and publish original, high quality content
- Administer all company social media accounts ensuring up-to-date content
- Liaise with writers and designers to ensure content is informative and appealing
- Collaborate with membership, fund development and communication teams to create social 'buzz' regarding fundraising appeals, new mission-based programming as well as membership incentive programming
- Facilitate client-organization communication (respond to queries, get reviews and organize chats and Q&A sessions)
- Prepare weekly and monthly reports on web traffic and ROI as well as dashboards.
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals via social media to create a strong network
- Train internal teams to integrate and maintain a cohesive social media strategy
- Stay up-to-date with new digital technologies and social media best practices

## Technical & Website Design

- Update website when needed, creating Mobile Cause sites and updating as needed
- Manage Mobile Cause registrants, Zoom information & attendees
- Create, facilitate & edit Zoom meetings, webinars, and virtual presentations as needed
- Create promotional graphics & eblast promos
- Schedule social media posts & eblasts
- Create StreamYard link + populate platform details to go live

## General

- Collaborates and coordinates with Communications staff on planning and execution of work consistent with priorities and scheduling
- Collaborates and coordinates with program owners on scheduling and logistics of program/event coverage (including confirming/securing photo releases)

## Skills & Knowledge

- Journalistic and storytelling instincts to capture and convey the most relevant, interesting moments
- Solid writing skills; ability to write in an interesting, brand-appropriate voice
- Familiar with best practices for all major social media platforms
- Experience managing and posting as a page admin on organization social media accounts (Facebook, Twitter, Instagram, Snapchat, YouTube)
- Excellent attention to detail
- Comfortable managing competing priorities and meeting deadlines
- Strong interpersonal skills and ability to interact/communicate effectively with all levels of staff in a diverse work environment
- Ability to work independently as well as in a collaborative team environment

## Additional Requirements

### Education/Experience

Bachelor's degree preferred

A minimum of one year of work experience or equivalent producing digital photo, video, and other social media content for an organization or business. Portfolio or links required.

### Physical Requirements

Ability to stand and/or sit for long periods of time and work non-traditional hours such as evenings and weekends.

### Travel

This position involves some travel to different Bergen County locations as needed and requires a reliable method of transportation.