

Job Description

Job Title: Social Media Manager, Communications
FLSA: Exempt
Date: April 2019

Job Summary:

Responsible for the Chamber's social media marketing across all platforms (Facebook, Twitter, LinkedIn, Snapchat, Instagram.) Responsible for creating and executing daily social media for the Chamber, as well as ongoing marketing campaigns. Plan and manage content on the Chamber's various social media channels. Work directly with Communications Director to craft social media marketing campaigns. Hire and assist in management of department interns.

Essential Duties and Responsibilities:

Social Media

- Develop and implement social media strategies to promote the Chamber and its member organizations across all social media channels (this includes Chamber programs: ImpactJAX, Beaches Division and Women's Business Center)
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor social media accounts and respond quickly to questions, concerns and/or tags to increase engagement with followers
- Review all social media posts written in Content Calendar by other staff members and edit content on Facebook, where applicable
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures etc.)
- Create and implement social media campaigns to promote Chamber events
- Craft social media marketing for select Chamber Council events as necessary
- Collaborate with other Chamber departments to create and promote programs and events
- Review metrics through Facebook natively
- Review Meltwater metrics
- Schedule or post any requests for Member News on Facebook
- Attend after-hours and/or weekend events as necessary to promote the Chamber brand via social media

Communications Support

- Edit internal and external communications as needed
- Edit JAX Chamber website as needed

Management

- Work with various partners, primarily the University of North Florida, to manage the hiring process for communications interns
- Work with Communication Director to manage, schedule and assign tasks and responsibilities to interns

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, Business or equivalent work experience
- 3-5 years of communications/social media marketing experience
- Proven work experience as a Social Media Manager
- Hands on experience with content management

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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
- Ability to work in ambiguous environment
- 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, ratios, 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

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Employee Acknowledgement:

I have reviewed and understand the requirements stated in this Job Description.

Employee's Signature	Date