

QCTV Position Description: Social Media Coordinator

Position Title: Social Media/Communications Coordinator

Department: Technology

Reports to: Technology Manager

Status: Full Time, Exempt, Management Level Individual Contributor

Salary Range: \$45,587-\$56,066

PRIMARY OBJECTIVES OF POSITION

This position is responsible for planning, developing, implementing, managing, creating, and analyzing QCTV's social media efforts with the goal of increasing the community's awareness of and engagement with QCTV.

SUPERVISION RECEIVED

Works in conjunction with all QCTV employees under the direction of the technology manager.

PRIMARY DUTIES AND RESPONSIBILITIES

- Develops and continually refines social media strategies and goals that align with QCTV's strategic plan, goals, and objectives
- Analyzes and defines audience segments
- Sets up and monitors social media channels and email campaigns
- Works in conjunction with web developer to design and maintain QCTV web site that aligns with social media efforts
- Executes the day-to-day social strategy across social platforms; including content creation and writing posts
- Ensures brand voice consistency in all social media and marketing messages
- Engages the communities/followers on the various social platforms; including responding to online comments and questions
- Collaborates with media producers in the creation and posting of video content that supports social media goals
- Tracks and analyzes engagement in order to optimize performance and growth of social presence
- Develops benchmark metrics to measure the results of social media efforts
- Provides regular reports to the executive director on impact of social media efforts and web site analytics
- Monitors trends in social media and makes recommendations
- Monitors member city online platforms and coordinate cross functionality with QCTV content

- Participates in the development of internal and external social media policies
- Collaborates in the development and execution of QCTV's marketing and communications efforts
- Manages incoming communication for QCTV (monitors organizational email and voicemail, etc.)
- Provides administrative support for executive director, as needed

MINIMUM QUALIFICATIONS

- A.A. degree in communications, marketing, social media, or related field
- 3 years of experience in social media marketing/management
- Strong written and verbal communication skills
- Project management experience
- B.A. degree preferred

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong multitasking and time-management skills
- Critical thinker with excellent problem-solving skills
- Ability to work both independently and as part of team
- Understanding of social media KPIs
- Experience using Hootsuite, Social Studio or another social media planning and listening platform
- Understanding of SEO and web traffic metrics, including Google Analytics
- Working knowledge of website content management systems (CMS) tools (e.g. Cascade, Drupal, WordPress)
- Extensive experience with the Adobe Creative Cloud Suite (Premiere, Photoshop, InDesign, Illustrator)
- High proficiency with digital graphic design

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Experience developing strategic communication plans preferred
- On camera experience a plus

TOOLS AND EQUIPMENT

Mac and PC computers and monitors. iPads and smart phones. Various software programs for office application.

PHYSICAL DEMANDS

This job requires the employee to sit for extended periods of time, talk on the phone and in person, and hear telephone and in-person conversations. Manual dexterity including the ability

to type and handle/control objects is also required by the job. The employee is occasionally required to walk, bend, reach, stretch, crouch or crawl.

WORK ENVIRONMENT

The work environment is an office-type environment with fluorescent lighting. The environment is usually quiet. May also include working on the location of a video shoot and working from home.

SELECTION GUIDELINES

The duties listed are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties and responsibilities.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.