POSITION DESCRIPTION

Title: Social Media and Content Specialist

Issue Date: May 2022

Location: Remote

POSITION SUMMARY:
The Social Media and Content Specialist supports PLACE in executing all facets of our integrated marketing and communications campaigns, including social media, membership campaigns, PR and events. This role will work closely with the Partner for Marketing and Communications and the Membership team to create greater awareness of PLACE and engage with its audiences. The individual will collaborate with internal and external stakeholders globally.

This is a hands-on role that requires excellent writing, web content creation and project-management skills.

The position is a part-time, contract role with potential to develop into full-time employment. Compensation commensurate with role.

RESPONSIBILITIES:
• Consistent and regular creation and management of social media content for LinkedIn, Twitter and other platforms.
• Plan and execute multiple projects concurrently.
  ▪ Partner with marcom colleagues to identify content needs and then manage development and maintenance of online and off-line communication assets.
  ▪ Web copy
  ▪ Web site CMS management
  ▪ Blogs
  ▪ Brochures/flyers
  ▪ Stakeholder communications
  ▪ Employee communications
  ▪ Invitations
  ▪ Event programs
  ▪ Short reports
  ▪ Press releases
  ▪ PowerPoint presentations
• Support the development of graphic design, photography and video projects.
• Fact checking and proofreading.
• Track and report on marcom department metrics.
• Potential to lead events in their entirety.

QUALIFICATIONS:
• A minimum of five years of social media, marketing and communications experience. Agency or digital newsroom experience is a plus.
• Excellent English writing skills, especially as applied to social media and short-form content. The candidate’s experience must include management of programs targeting specific audiences and communicating a story or message.
• Ability to use off the shelf programs to create social media content
• Proficient proofreader
• Demonstrated talents in managing multiple projects simultaneously.
• Understanding of digital platforms— from web sites and mobile to social networks and blogs.
• Familiarity with and skills at drafting press releases.
• Proficiency in PowerPoint and other presentation tools.
• Experience with HTML and website CMS.
• Highly collaborative and supportive style. Capable of building relationships and influencing the opinions of others.
• Demonstrated commitment to the organization’s core values, mission, and programs.

At PLACE, diversity, equity and inclusion are important to us. We view diversity of our staff and our board as a strength and a necessity. We are an equal opportunity employer.

• Experience in French or languages other than English is desirable.

If you are interested in applying for this role, please share your CV with Christopher Keefe at media@thisisplace.org.