



Website Content and Social Media Manager

Reports to Communications Manager

Job Summary:

Under the general direction of the Communications Manager, the Website and Social Media Manager will assess and implement The Partnership's Social Media marketing plan including content strategy, the increase of brand awareness, and generation of inbound traffic and cultivation of leads on workforce development topics. Responsible for the management of The Partnership's website and social media accounts. May also provide technical support to delegate agencies.

Key Responsibilities and Duties:

Implement social media marketing strategy under the leadership of the Communications Manager.

Manage social media marketing campaigns and day-to-day activities including:

- Build a base of followers on all social media platforms
- Curate and create relevant content to reach The Partnership's ideal customers (images, video and written)
- Manage all published content (images, audio, video and written)
- Monitor, listen and respond to users in a "social" way while cultivating leads on and/or responding to trending topics
- Develop and expand community and/or blogger outreach efforts
- Develop and manage mass messaging or audio messaging campaigns
- Oversee social media design (i.e., Facebook Timeline cover, profile pictures, thumbnails, ads, landing pages, Twitter profile, and blog)
- Design, create and manage promotions and social ad campaigns
- Monitor activity and compile reports for management demonstrating results and impact (ROI)
- Become a voice for the Partnership in Social Media spaces, engaging in dialogues and answering questions where appropriate
- Monitor trends in Social Media tools, applications, channels, design and strategy.

Analyze, review, and report on effectiveness of campaigns, and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns where necessary.

Monitor and implement effective benchmarks/tools for measuring the impact of Social Media campaigns.

Manage website by:

- Updating content when necessary
- Developing a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Identifying threats and opportunities in user-generated content surrounding the business.
- Tracking and reporting website metrics
- Copying, editing and proofreading web content
- Maintaining consistent look and feel of all web properties

Minimum Qualifications:

- Graduation from an accredited college or university with a Bachelor's degree in communications or related field or equivalent experience; significant experience in website/content management or, minimum of three (3) years work experience in area of social media and website content management.
- Knowledge of workforce development activities or similar programs is preferred.
- Possession of a valid Driver's License and automobile insurance.

Knowledge, Skills, Abilities and Other Characteristics:

- Understanding of content management systems to edit websites.
- Basic knowledge of coding HTML.
- Knowledge of emerging web technologies through relevant blogs, listservs, and digital outlets.
- Proven ability to manage content and production for high traffic websites and social media platforms.
- Demonstrated ability to create and drive proven marketing strategy using testing and metrics.
- Understanding of all Social Media platforms and their functionality – Facebook, Twitter, LinkedIn, Mass Messaging Systems and other related or trending social media platforms
- Basic Adobe Photoshop skills - Picture resizing and cropping as well as document formatting
- Exceptional communication and organizational skills
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Ability to work independently
- Knowledge of the Workforce Investment and Opportunity Act and other federal, state and local workforce related initiatives.

The duties listed are not set forth for purposes of limiting the assignment of work. They are not to be construed as a complete list of the many duties normally to be performed under a job title or those to be performed temporarily outside an employee's normal line of work.