



5517 S. Michigan Ave
Chicago, IL 60637
(773) 285-1731
NewLifeSoutheast.org

Job Title: Social Media Marketer

Reports To: Communications Sr. Director

FLSA: Full Time - Exempt

POSITION SUMMARY:

The Social Media Marketer utilizes marketing and social media management skills to ensure a strong social media presence to contribute to the overall growth of brand perception.

Essential Duties/Responsibilities

- Conceptualize and create social media marketing campaigns and strategies, including budget planning and allocation; content ideation and distribution; and implementation schedule
- Grow and expand the company's social media presence into new platforms, while enhancing its presence on existing platforms including but not limited to Facebook, LinkedIn, Twitter, and Instagram
- Plan, create, distribute, and schedule engaging written or graphic content in the form of e-newsletters, web page content, blogs, and social media messages
- Create a regular publishing schedule and implement it through an editorial calendar to plan, manage and promote specific, timely marketing campaigns

Revised 1.19.23

- Create brand awareness and ensure a strong online reputation through constant engagement and well-planned, timely, accurate, and platform-relevant updates across social media
- Stay updated with all new developments within the organization, through constant interactions with other departments such as advertising, product development, brand management, sales, etc. to ensure brand consistency across all social messages
- Create content aimed at new follower engagement and develop existing customers into social media brand advocates
- Create, train and guide social media and marketing volunteers on social media implementation, best practices, and strategies
- Research and monitor outside social media activities to ensure brand safety and success
- Report progress and growth on all social campaigns to senior management
- Support growth by cultivating leads from social media campaigns through a planned approach
- Collect and analyze data about visitors and interactions to create comprehensive reports and use that information to improve future marketing strategies and campaigns

QUALIFICATIONS

KNOWLEDGE, SKILLS AND ABILITIES

- Experience with content creation and design
- In-depth understanding of social media and marketing tools
- Strong understanding of technology, data management, and analytics
- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.
- Strong writing and editing skills
- Experience engaging varied audiences
- Strong project management, collaboration, and presentation skills.
- Ability to work cooperatively with others.
- Understanding of social platforms, algorithms, and engagement best practices

Education

- Bachelor's degree in a related field is required.
- Five years of experience in marketing, publications, or a related field is required.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The work is performed primarily in both indoor and outdoor settings. The noise level in the work environment is primarily moderate.

Revised 1.19.23

Prolonged periods sitting at a desk and working on a computer.

While performing the duties of this job, the employee is frequently required to sit, talk and hear. The employee is required to walk, use hands and fingers to feel, handle, or operate objects and reach with hands and arms. The employee must occasionally lift 20 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The work is performed primarily in an office setting. The noise level in the work environment is moderate to loud.

The above is intended to describe the general content of and requirements for the performance of this job. It is not intended to be an exhaustive statement of duties, responsibilities or requirements.

Employee	Date	Human Resources	Date
----------	------	-----------------	------