



JOB POSTING NOTICE

POSITION: CHIEF COMMUNICATIONS OFFICER ASSISTANT/SOCIAL MEDIA COORDINATOR
DEPARTMENT: PUBLIC RELATIONS
REPORTS TO: CHIEF COMMUNICATIONS OFFICER
STATUS: FULL-TIME, NONEXEMPT (HOURLY)
DATE: JUNE 27, 2022

POSITION SUMMARY AND MINIMUM QUALIFICATIONS:

This employee will be an assistant to the Chief Communications Officer (CCO) in **all** related areas, including assistance as Social Media Coordinator (SMC). As SMC, the employee will work directly with the CCO and Communications Manager to develop, create, and implement content and promotional strategies for the SPCA's social media platforms, and will be responsible for researching, proofreading, and publishing online media. The employee will be responsible for timely, compelling, brand-aligned content across all digital platforms and website, analyzing engagement and user shifts. The employee will also be responsible for researching and advising regarding new or current platform developments, suggesting strategy changes and implementing those changes when necessary. This employee also will provide administrative support to the CCO, will attend meetings when necessary, and will assist with traditional media and SPCA event tasks.

The successful candidate will be:

- An assistant to CCO in all related areas.
- An excellent writer, with keen detail to grammar and sentence structure. The candidate should possess the ability to write for unique platforms and the SPCA's website, along with possessing the ability to adapt to and show initiative in learning new skills, programs, and platforms independently.
- Working with CCO and Communications Manager as Social Media Coordinator, serving as writer, photographer/videographer, and editor of SPCA's social media content and some website content.
- Managing social media strategies and tactics. Regularly post, in strategic manner, text, videos, images designed to build new audience while engaging current audience. Some website involvement.
- With members of PR Department, working with other department heads to learn about programs, services, etc. and devise strategy to best communicate that messaging via social media platforms and website.
- Assisting those in PR Department with successful social media marketing campaigns and create clear calls of action that convert engagement into action (donations, adoptions, etc.).
- Researching social media trends and inform management of changes that are relevant to the SPCA's communication plan. Analyze engagement data, identify trends in patron interactions, and plan digital campaigns to build engagement and conversions.
- Setting key performance indicators for social media campaigns, such as targets for a certain number of shares or likes and measuring/reporting on a campaign's performance against the key performance indicators.
- Ensure the use of proper spelling, grammar, and syntax in social content, website content, email communication, and other publications.

- Develop other content as needed.
- Provide administrative and other support to the CCO (both social media-related and unrelated), attend meetings when necessary, and assist with traditional media and SPCA event tasks.

The candidate will perform duties with great attention to detail and will possess the ability to pivot when necessary to meet engagement and other goals.

This individual will participate in creating a thriving culture of philanthropy at the SPCA Serving Erie County by increasing awareness and support of our organization. This is achieved by being knowledgeable and supportive of SPCA programs and events, sharing your passion for service to animals and people within our community, and serving as an inspiration by providing an exemplary level of animal care and guest service.

CANDIDATE REQUIREMENTS

Bachelor's degree in Social Media Marketing, Marketing, Communications, Journalism, or related field, and/or equivalent experience in the field of social media marketing for a profit/not-for-profit organization.

Preferred Experience: 2+ years managing social media platforms, website, including content strategy, for a business or organization. Demonstrated proficiency with photo programs, Hootsuite, Canva, Meta Business Suite, Ads Manager, WordPress. Video production skills and understanding of visual communication and design also preferred.

If you are interested in this position and meet the qualifications, please submit your resume to Julie Schultz, Human Resources at julies@yoursPCA.org.