



Social Media and Content Coordinator Job

Description

Job title	<i>Social Media and Content Coordinator</i>
Reports to	<i>Communications Manager and Director of Communications</i>

Job purpose

To create and maintain a strong online presence for the organization and connect program participants, family members, community members, board members, staff members and vendors with the mission of SwimRVA. The Social Media and Content Coordinator is the conduit between the organization and the community.

Duties and responsibilities

- Design posts to sustain readers' curiosity and create buzz around new and existing services
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Coordinate online conversations with customer and respond to queries
- Suggest new ways to attract new customers including promotions and online competitions
- Facilitate an optimal posting schedule, considering web traffic and customer engagement metrics
- Assist in planning and implementing editorial calendar
- Develop and coordinate compelling content for print, social media and blogs
- Develop weekly newsletters for all programs and general organizational developments
- Gather graphics and video to assist in developing clear and goal-driven content
- Assess and report on the effectiveness of social media and content strategies
- Assist in strategies for expos and fairs to acquire new leads
- Coordinate real-time content and feedback for events hosted by SwimRVA
- All other duties assigned by department heads and management team

Professional requirements

- Expertise in multiple social media platforms
- Ability to deliver creative content (written, image, and video)
- Ability to grasp future trends in digital technologies and act proactively
- Excellent verbal and written communication skills
- Detail oriented and ability to multitask
- Bachelors Degree in Marketing, Communications, New Media or relevant field and/or experience preferred

Physical requirements

- CPR and First Aid Certification required (or be willing to be trained)
- Be able to work in standing positions for long periods of time
- Ability to put up and take down tables, chairs and equipment for events including but not limited to expos, fairs, facility parties, etc..
- Ability to work nights and weekends