



Social Media Officers

JOB SUMMARY

The Social Media Officers have a critical role in developing and maintaining healthy and productive communication with the organization's supporters and its wider audience. Reporting to the Marketing Co-Manager (Social Media), the Social Media Officers are responsible for maintaining Random Acts' presence and reputation in the social media world, as well as facilitating communications on the social media accounts they are responsible for. The Social Media Officers are expected to provide flexibility and cover/support for the rest of the Marketing Department where required.

RESPONSIBILITIES

- Maintaining and updating the Random Acts accounts on a variety of channels, including, but not limited to: Twitter, Tumblr, Facebook, YouTube, Instagram, Google+, Pinterest, and any other accounts that are deemed necessary by the Marketing Co-Manager (Social Media)
- Building and managing the communities on the social media channels, whilst ensuring that all messages support the organization's values, and that the reputation and brand of the organization are protected
- Develop messaging and approaches suited to the relevant channel, as well as endeavoring to attract new audiences
- Working with the Marketing team to develop and implement a social media strategy and ensuring a consistent message is shared with supporters
- Maintain a proactive approach to communications on all social media accounts
- Work with the Marketing Strategy Coordinator to compile regular statistics on the social media accounts, to be documented on the staff intranet (Podio)
- Stay informed of upcoming trends and developments within the field of social media
- Research potential new online social media outlets for the organization
- Work with the PR Officer to proofread/write articles and blogs for the website and/or social media outlets
- Keep the Marketing Co-Manager (Social Media) informed of significant problems that jeopardize the well-being of the organization or its reputation, including any potential issues, escalating to the Director and the Leadership Team where necessary
- Attend regular staff and departmental meetings as required
- Any other projects or duties as requested by the Marketing Co-Manager (Social Media)

DESIRED QUALIFICATIONS AND SKILLS

- 1 – 3 years of experience in marketing, PR, communications, or social media
- Professional experience in using social media as a public relations tool
- Ability to work effectively with diverse groups, including staff, supporters, peers and the public
- The ability to communicate effectively, both verbally and in writing, as well as strong interpersonal skills
- Excellent computer skills
- The ability to work independently as well as in a team, and the ability to manage tasks or projects from implementation through to completion
- Creativity, enthusiasm, and attention to detail



random acts
a division of the Art Department, Inc.

- Excellent organizational and time management skills, as well as the ability to multitask effectively
- Flexibility concerning work schedule to accommodate evening and weekend meetings
- Certificate or equivalent in marketing, PR, communications, social media or related field