

Social Media Specialist

Job Title: Social Media Specialist

Supervisor: Communications Manager

Classification: Part Time

General Summary and Objectives

Lead social media strategy, planning and implementation to support the development and operational goals of the organization. Work with PAC's national digital marketing agency and the communications team to develop content within brand standards to help build clinic awareness and growth. Manage two parallel sets of social media platforms to appeal to donors and potential clients. Assist in website management, newsletter and e-mail content creation and execution and generally assist in the overall communications and outreach functions of the organization.

Pregnancy Aid Clinic Mission

Operating from the Catholic belief in the sanctity of life, PAC compassionately delivers services and programs created to lift up women, men, and families during moments of uncertainty or grief, through a journey designed to reveal their own dignity and claim their own future.

Qualifications

1. Willingness to sign a statement of faith with and sincere desire to support the mission or the organization
2. Strong commitment to the sanctity of all human life
3. Bachelor's Degree preferred
4. Minimum 2-3 years experience in social media management
5. Strong computer literacy (minimum Microsoft Office)
6. Working knowledge of digital marketing, Google marketing, website management
7. Knowledge of commonly-used design software
8. Excellent verbal and written communication skills
9. Ability to work with a team
10. Ability to work independently and with initiative
11. Strong organizational skills and ability to multi-task
12. Ability to work with a limited marketing budget
13. Respects confidentiality
13. Reliable transportation needed for travel to events

Duties and Responsibilities:

- Prepare, design and execute social media postings
- Create unique messaging for multiple audiences: clients, donors, volunteers

- Take direction from national digital media agency for creation of client-facing social posts
- Complement the efforts of PAC’s digital media plan
- Receive information from the development team pertinent to affirming donor, parish and community organizations. Create relevant social content
- Design and create complementary marketing materials, as needed
- Update website to ensure accurate schedules, information
- Adhere to HIPAA compliance in all communications, ensuring client stories are published with appropriate approvals and media releases
- Assist in writing website or blog content as needed
- Assist in writing and content creation for quarterly newsletter
- Design and build online donation forms and sign up forms
- Assist in content creation, set up and design of e-blasts
- Attends weekly team meetings by Zoom or in-person
- May work remotely with some agreed-on in-person time in the clinic

Supervision/Direction

Reports to Communications manager, while working closely with Development Manager and Executive Director. Serves on the communications team, integrating with client-facing and admin teams in a small organizational structure.

Preferred:

- SEO experience
- Design experience
- Brand strategy experience

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities and working conditions.

I have received a copy of this job description. I understand, affirm, and subscribe to the requirements, responsibilities and duties of this job.

Employee _____
(Signature)

Date _____

Employer _____
(Signature)

Date _____

Title _____