



**Position:** Social Media Specialist

**Status:** Non-Exempt

**Department:** Administration

**Last Updated:** 08/11/2023

**General Purpose:**

The Social Media Specialist will create consistent, meaningful content on all social media platforms and coordinate all responses to resolve any resident or business complaints or criticisms posted on social media.

**Supervision Received:**

The Social Media Specialist works under the supervision of the City Administrator.

**Supervision Exercised:**

None.

**Essential Duties & Responsibilities:**

- Build and execute a comprehensive social media strategy through research, benchmarking, and messaging.
- Write, develop, and strategize online content production and scheduling.
- Assist in crisis management, bad news, and negative news communications.
- Generate, edit, publish, and share content daily (original text, images, video, and HTML) on city social media sites and city web page.
- Build meaningful connections and encourage community members through dialog and messaging.
- Create and maintain city social media and web site pages and profiles.
- Moderate user-generated content and messages appropriately, based on the city's policies.
- Create and implement social media marketing plan.
- Track and analyze reports to insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes.
- Collaborate with other departments to manage the city's reputation, coordinate promotions, and increase reach via all media options.
- Update or coordinate updates to the city web site and monitor content to ensure content is relevant and timely.
- Coordinates with other departments to generate content for the city web site.
- Manage and coordinate responses to resident or business inquiry with appropriate department to ensure timely and correct response. Will coordinate responses across multiple departments as necessary. Will track responses for reference and trend analysis.
- Compose, type, edit, and proofread correspondence, memorandums, and email communications with attention to accuracy and completeness.
- Perform other duties as assigned.



### **Desired Minimum Qualifications**

- 2+ years' experience in digital marketing and social media management.
- Strong familiarity with business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.).
- Strong familiarity with web site management.

### **Education & Experience:**

- Bachelor's degree in marketing, communication, or related field.
- Municipal, administrative assistant experience preferred.

### **Knowledge, Skills, and Abilities:**

- Read, clearly speak, and legibly write the English language.
- Excellent customer service skills.
- Knowledge of project management and web design best practices.
- Knowledge of Adobe Photoshop.
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns.
- Ability to provide effective content support, anticipate needs, solve problems, and work towards positive solutions.
- Ability to exercise diplomacy and maintain confidentiality.
- Ability to properly maintain and organize office files and records.
- Ability to respond to email requests in a timely manner.
- Knowledge of Microsoft Word, Excel, Access, Publisher, and Outlook as well as Adobe Acrobat, and the ability to learn other software as needed.
- Ability to communicate effectively both verbally and in writing, using complex sentences, proper punctuation, spelling and grammar.
- Ability to apply common sense understanding to carry out detailed instructions, prioritize multiple tasks and work independently to meet deadlines.
- Ability to enhance relations with coworkers and the public with a professional demeanor, sensitivity and tactfulness.
- Ability to acquire cross training skills necessary to assist in other Departments as required.
- Ability to acquire and apply thorough knowledge of City and Department policies and procedures.

### **Tools & Equipment, Physical Demands, Working Conditions**

#### **Tools and Equipment:**

The following list of tools and equipment is a representative and not necessarily all-inclusive inventory of items needed to successfully perform the essential job duties:

Telephone, facsimile, photocopier, printer, document scanner, personal computer, calculator, audio/visual equipment, motorized vehicles and equipment, and mobile phone.

**Physical Demands:**

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

While performing the duties of this job, the employee is regularly required to sit for extended periods of time, possess average ordinary visual acuity necessary to prepare or inspect documents or operate office equipment, talk reach with hands and arms, walk, climb and descend stairs, bend, crouch, lift and/or move up to 25 pounds. Frequent and regular movements are required using wrists, hands and fingers to feel, handle, or operate equipment, tools or controls. Effective audio-visual discrimination and perception to quickly and accurately make observations, correctly identify red, yellow, blue and green, distance and peripheral vision, depth perception and the ability to adjust focus is also required. Hearing must be sufficient for average or normal conversations, to understand verbal direction, and to detect abnormal equipment operation and alarms.

**Working Conditions:**

Work activities are conducted in a climate controlled open office environment and noise levels are usually quiet. This position routinely uses standard office equipment including computers, phones, photocopiers, filing cabinets, adding machines, and fax machines. There are no hazardous or significantly unpleasant conditions.

The weekly work schedule is approximately 40 hours in duration, Monday through Friday and may be extended in the event of an emergency, disaster, workload, or the need to complete time-sensitive work. Some attendance at evening meetings may occasionally be required.

**Performance Measurements & Selection Guidelines**

- Regularly arrives for work on time prepared to perform the duties of the job.
- Adheres to City and Department policies and procedures.
- Sets a standard of excellence in customer service and staff support.
- Consistently produces accurate work and meets deadlines.
- Uses available methods to track on-going or semi-regular tasks and project deadlines.
- Completes routine or regular tasks without being directed by others.
- Displays composure, friendliness and respect in treatment of the public and coworkers.
- Respects the confidential nature of many aspects of the position.
- Adapts to changes in the work environment and manages competing demands.
- Has a thorough knowledge of the Department's policies, procedures, rules, regulations, structure and operations and uses it appropriately to resolved problems and crises.

An employee in this position is also evaluated upon the general observations of the ability to perform all of the essential responsibilities and duties.



**Selection Guidelines:**

Formal application; evaluation of education and experience; oral interview, reference check, background investigation; post-offer medical physical including drug and alcohol screening; job related tests may also be required.

**Disclaimer:**

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

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Department Head                      Date

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HR Representative                      Date

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City Administrator                      Date