



JOB DESCRIPTION

Marketing and Social Media Coordinator

JOB TITLE:	Marketing and Social Media Coordinator
HOURS:	Part-time (18-24 hours)
SALARY:	Depending upon experience
LOCATION:	San Luis Obispo Chamber Offices 895 Monterey Street, SLO
REPORTS TO:	Director of Communications

POSITION DESCRIPTION

The Marketing and Social Media Coordinator enhances the Chamber brand through various marketing and social media platforms, engaging various audiences of the organization: staff, members, media and the community. This position works closely with the Communications Director to achieve the organization's communications goals through specific channels and activities.

VITAL CONTRIBUTIONS/ EXPECTATIONS:

- Create social media strategy, an editorial calendar, own community management on social platforms, and create & curate content across Chamber-owned channels.
- Increase engagement and retention through authentic, consistent messaging that utilizes latest industry standards and best practices.

DUTIES & RESPONSIBILITIES

- Execute a results-driven social media strategy.
- Develop and curate consistent, meaningful and engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with the communications team to create a social media calendar.
- Interact with users and respond to social media messages, inquiries, and comments in a timely manner.
- Review analytics and report on key metrics to evaluate the organization's social media presence and performance.
- Staying up to date on best practices and emerging trends in social media.
- Creating and editing some web content as needed.
- Capture and edit visual content for multiple platforms.
- Produce photography in various methods including printed/digital media.
- Assist in City contracts, including Public Relations and Grants-in-Aid.
- Performing other duties when needed.

REQUIRED SKILLS, EDUCATION AND CERTIFICATIONS:

- Bachelor's degree in marketing, communications, or related field, or
- 1-3 years experience with business to consumer social media marketing or content development.
- Proficiency with Microsoft programs.
 - Word, Excel, PPT, Outlook, relational database and internet.
- Excellent written and verbal communication skills.
- Passion for social media and proficiency with major social media platforms and social media management tools
- Experience using various analytics software.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Detail-oriented approach with ability to work under pressure to meet deadlines.
- Knowledge of basic Photoshop skills a plus.
- Knowledge of basic video editing skills a plus.
- Knowledge of website content management systems (Specifically Wordpress & Constant Contact).
- Ability to work independently with limited supervision.

COMPENSATION:

This position will be hourly at part-time and can expect:

- Paid holidays and sick time
- Retirement plan

To be considered for this position, please send a cover letter and resume plus 2-3 social media content or marketing samples to Jacqui Clark-Charlesworth at jacqui@slochamber.org.

Email communication is the only form of correspondence for this position. Please, no phone calls or drop-ins.