

Social Media Coordinator

REPORTS TO: Director of Fund Development/Marketing

SUPERVISES: No one

JOB OBJECTIVES: Manage JRDS's social media presence across multiple platforms, create engaging content, grow online communities, monitor social media performance, and help strengthen our brand through strategic digital marketing initiatives.

STATUS: Non-exempt - refer to personnel policies for detailed explanation

ESSENTIAL JOB FUNCTIONS:

- Develop, schedule, and publish engaging content across social media platforms, including Facebook and Instagram.
- Create podcasts, graphics, videos, captions, and other multimedia content aligned with the company's brand and marketing goals.
- Monitor social media channels, respond to comments and messages, and engage with followers in a timely and professional manner.
- Plan and execute social media campaigns to increase brand awareness, engagement, and website traffic.
- Track, analyze, and report on social media performance using analytics tools, providing recommendations for improvement.
- Stay up to date with social media trends, platform updates, and emerging digital marketing practices.
- Collaborate with the marketing, sales, and design teams to support promotions, events, and product launches.
- Assist in managing influencer partnerships and user-generated content initiatives.
- Maintain a consistent brand voice across all social media channels.
- Provide assistance to the supervisor as requested;
- Communicate, verbally and in writing, with supervisor, co-workers, clients, client families, board of directors and the general public;
- Follow JRDS Client Information Privacy & Security policies and procedures.
- Serve as client advocate to ensure clients' civil and human rights are protected;
- Report all cases of suspected abuse, neglect, exploitation, discrimination, or harassment immediately.
- Follow JRDS Personnel Policies & Procedures;
- Other duties as assigned by supervisor

CRITICAL SKILLS/KNOWLEDGE/ABILITIES:

- Knowledge of SEO and digital marketing best practices.
- Experience with short-form video creation and editing.
- Photography and basic video production skills.
- Working knowledge of agency policies, procedures and guidelines;
- Working knowledge of English grammar, spelling, punctuation and written composition;
- Ability to use software programs applicable to current computer system and as necessary for performing job duties;
- Ability to effectively communicate verbally and in writing and develop and maintain cooperative and productive work relationships with supervisor, co-workers, clients, client families, vendors/suppliers, board of directors, and the general public;
- Ability to write legibly, complete, and maintain required paperwork;
- Ability to effectively prioritize and organize work and follow-through;
- Ability to anticipate problems and initiate corrective action;
- Ability to make practical application of policies and procedures to assigned tasks;
- Ability to legally operate motor vehicles;

JOB STANDARDS: Prefer Associate's in Marketing, Communications, Public Relations, Journalism, or a related field (preferred), and 1–3 years of experience managing social media accounts for a business or organization. May substitute formal education for equivalent experience. Must have excellent computer, organizational, written/verbal communication skills, and a creative mindset with attention to detail. Also, must have proficiency with social media management tools, experience with graphic design tools, and basic knowledge of social media analytics and reporting. Must have valid driver's license and acceptable driving record. Excellent work references required.

EQUIPMENT: Ability to operate general office equipment, including any equipment required to complete tasks to include a tablet, camera, microphone. Must be able to legally operate a motor vehicle.

RESPONSIBILITY: Work is assigned by supervisor and others and may consist of detailed instructions. Judgment should be used in planning, organizing, and establishing work priorities. Assignments are usually carried out using standardized procedures. When guidelines do not exist, good judgment should be used in selecting and adapting methods or procedures to fit unusual or complex situation, with the supervisor be consulted on new or unique tasks. Work may be checked upon completion. Essential job functions (expectations) are subject to change per state regulations and/or client or program needs.

HEALTH AND SAFETY: Employee is to assure health and safety of self and others by following all applicable agency policies, laws and regulations. The following policies apply: posted health and safety policies, Accident Reporting Policy, Emergency Action Plan; however, this list is not all inclusive and may be changed as required. All staff are evaluated on health and safety, and will be disciplined for violating policies. Employee is to participate in required training, which may include appropriate agency drills (i.e. fire, tornado, evacuation, etc.).

PERSONAL RELATIONSHIPS: Perform duties alone and with others and interacting with supervisor, co-workers, clients, client families, suppliers/vendors, board of directors and general public in a cooperative effort to achieve objectives and answer questions.

PHYSICAL EFFORT: Employee is required to perform duties while sitting, standing, walking, bending and lifting; must possess good vision, hearing, color and peripheral perception; performs repetitive motions requiring manual dexterity; may encounter eye or neck/back strain. Employee must be able to verbally communicate/speak clearly to perform reception and telephone answering duties.

WORKING ENVIRONMENT: Work is performed in modern office environment. Employee may encounter verbal aggression from public/consumers.

WORKING ATTIRE: Casual dress, appropriate to modern business office, may be worn and is to be clean and mended. Agency dress code should be followed per Personnel Policies and Procedures manual. Conventional business attire to be worn when representing the agency with the clients, co-workers, board of directors or the public.

Signatures below indicate review of the job description

Employee

Date

Supervisor

Date