Title: Social and Digital Media Specialist

Team: Communication

Supervisor’s Title: Director of Multimedia Design

Position Status: Full time, exempt

Position Location: Carmel, IN

Position Summary: Responsible for strategy, implementation and day-to-day management of all social media channels - Facebook, Twitter, Instagram and LinkedIn. Has oversight and manages content for YouTube channel and serves as cohost, contributor for the LowDown Podcast.

Qualifications:

- Bachelor’s degree in communication, public relations, social media marketing, marketing, graphic design or related experience
- Demonstrates creativity and documented immersion or education in social media
- Ability to view public relations and social media from a DEIA perspective to ensure the organization continues to be inclusive, equitable and accessible in our communications
- Experience with social media, digital design and content management systems. Knowledge of analytics and publishing tools, content and visual management systems helpful
- Proficiency in Microsoft Office and Google Drive
- Familiarity with the Adobe Create Suite. Especially Adobe Illustrator and Photoshop
- Familiarity with video editing software is preferred

Responsibilities:

- Create and coordinate a cohesive and inclusive social media strategy and timeline for the national organization that considers the audience and
demographics of the entire membership. Ensure that a DEIA perspective is considered and ensure images and content are inclusive and accessible

- Be able to identify the optimal social media platforms depending on the content and media being published. Stay up to date with the latest social media platforms and identify if/how new platforms can be used within the organization to reach a wider audience
- Oversee the development of innovative, engaging and strategic content for social media posts that increases engagement
- Track, analyze and report on data growth and engagement on all social media platforms. Stay up-to-date on social media trends, monitor comments, and engage with our members through social media platforms.
- Serve as a member of the crisis communication team and monitor Sigma Kappa mentions in the news
- Assist the director of multimedia design with creation of videos
- Co-hosts and produces Sigma Kappa’s podcast
- Monitors and assists alumnae experience coordinator to implement graphics and plans for virtual alumnae groups
- Work with staff teams to create and implement marketing plans for Sigma Kappa events (Week of Giving, Day of Service, Founders’ Day, etc.) and monitor member engagement
- Perform other duties as may be prescribed by the director of multimedia design, senior director of communication or executive director of Sigma Kappa Sorority.

Expectations:

- Consistently demonstrate through words, actions and interactions, alignment with the Sorority’s values, strategic direction and commitment to diversity, equity access and inclusion, focusing on the success of the organization.
- Promote the ongoing development of a service rapport with chapters, local and national volunteers and all members of the Sorority.
- Represent Sigma Kappa within related professional organizations as approved by the executive director.
- Assist with preparations for national meetings as assigned, and travel to meetings to provide on-site staff support (if applicable).
- Demonstrate a positive, problem-solving mindset and a spirit of teamwork and cooperation.
- Demonstrated project management experience.
- Maintain positive public relations within the Sorority, among all Sorority entities, in contact with other membership groups, university officials, vendors, and others.
• Maintain and develop materials and procedure notebooks as appropriate to the position.
• Perform other duties as may be prescribed by the executive director or director of digital communication of Sigma Kappa Sorority.

Technical/Computer Skills:
• Ability to effectively use email (MS Outlook) and MS Office software programs as necessary.
• Ability and willingness to effectively use other job-related technology tools.

Physical Demands:
• Ability to stand under 1/3 of the time.
• Ability to walk under 1/3 of the time.
• Ability to sit over 2/3 of the time.
• Ability to talk or hear from 1/3 to 2/3 of the time.
• Ability to lift 20 lbs. under 1/3 of the time.

Work Environment:
• The work environment is that of a fast-paced office with minimal to high noise levels and moderate temperatures.
• This position requires working independently as well as part of a team.
• This position requires verbal and face-to-face contact with others on a daily basis.
• Frequent use of a computer, general office equipment, and/or personal device (e.g., cell phone, tablet) is necessary.
• The position requires client information be maintained appropriately confidential.
• The qualifications, responsibilities, expectations, technical/computer skills, work environment, and physical demands described above are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sigma Kappa provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin,
disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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