



Title: Social and Digital Media Specialist

Department: Communication

Supervisor's Title: Director of Digital Communication

Position Status: Salaried, full-time

Position Location: Carmel, IN

Position Summary: Responsible for strategy, implementation, and day-to-day management of all social media channels, such as Facebook, Twitter, Instagram and LinkedIn

Qualifications:

- Bachelor's degree in communication, public relations, marketing, graphic design or related experience
- Demonstrates creativity and documented immersion in social media
- Experience with content management systems (Wordpress) and blogging
- Knowledge of analytics and publishing tools, content and visual management systems helpful
- Knowledge of Microsoft Office, Google Drive, Prezi, WordPress, Mailchimp and Adobe Creative Suite

Responsibilities:

- Coordinate cohesive image and brand social media plan for the national organization and extension efforts
 - Focus on deploying different social media platforms depending on the scenario
- Oversee the development of innovative, engaging and strategic content for social media posts that increases readership, shares, likes and visits
- Track, analyze and report on data growth and engagement on all platforms
- Work collaboratively with extension team to create customized marketing strategies for new chapters
- Serve as the managing editor of the Sigma Kappa alumnae blog and Sigma Kappa leadership consultant blog
- Stay up-to-date on social media trends
- Work with staff to monitor chapter websites and communication tools
 - Communicate to all collegiate chapters via the communication system
- Perform other duties as may be prescribed by the director of digital communication, 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 and strategic direction, focusing on the success of the Sorority
- 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 annual summer meeting as assigned, and travel to meeting to provide on-site staff support
- Demonstrate a positive, problem-solving mindset and a spirit of teamwork and cooperation
- 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

Revised April 2017