



Job Description

Social Media Director

Description of duties and responsibilities - the Social Media Director will be responsible for the day-to-day management of social media for the coalition.

- work with the youth services coalition steering committee members to create a social media strategy that collaborates with marketing, public relations and advertising campaigns;
 - research trends in client industries;
 - create timely and engaging content optimized for platforms used and the intended audience;
 - monitor Facebook, Instagram, and Twitter for the YSC, as well as, manage the coalition email accounts;
 - report social media actions on a monthly basis top the YSC for successes and new opportunities;
 - create engaging and professional visuals that reflect the YSC's mission (i.e., customize social media pages such as Facebook, Twitter, Google+, YouTube), create original content, etc.);
 - staying current with social media trends and tools, including attending networking and educational events, reading blogs, and listening to podcasts;
 - continue to refine and define the YSC's social marketing process;
1. Supervisory relationships – Reports to the Project Director
 2. Skills and knowledge required – Exceptional organizational skills, aptitude with websites and social media, ability to work with diverse groups of people
 3. Personal qualities – Strong interpersonal skills, written and verbal communication and ability to meet deadlines.
 4. Salary range – Based on experience
 5. Hours per day or week. 6 hours per week