



POSITION DESCRIPTION

TITLE: Digital Communication Specialist

DEPARTMENT: Communications

SUPERVISOR: Director of Communications

POSITION SUMMARY:

This full-time position is responsible for strategically managing all digital communications for the organization focusing on social media, websites, videos and other forms of digital communications. This position will develop and implement a social media policy and strategy designed to boost awareness of the organization and their projects to the public and is responsible for providing analytics of digital communication with specific identified outcomes. This position also serves as back up to other members of the communications team regarding document management and web content.

RESPONSIBILITIES:

- Develop and implement a comprehensive plan that integrates all digital communication avenues to achieve strategic priorities and increases awareness of and engagement with P.E.O. members and the general public
- Develop, implement and periodically review organization's social media policies and strategy
- Develop and implement a comprehensive plan that integrates all digital communication avenues to achieve strategic priorities and increases awareness of and engagement with P.E.O. members and the general public
- Work as part of an integrated communications team to support strategic initiatives through multiple communication mediums
- Identify new social media avenues and launch, maintain and monitor social media presence
- Set social media goals and develop tools for measuring success
- Work with graphic designer on visual content for website and social media campaigns
- Manages the creation and production of videos
- Develop and maintain content strategy and timeline, keeping in mind current publications and privacy concerns
- Identify opportunities for innovation related to technology and social behavior trends that would be applicable and beneficial for P.E.O. and its members
- Analyze organizational need and periodically review new social media tools for applicability
- Manage day-to-day content for P.E.O. public website, P.E.O. Member website, My P. E. O. Connect, external site(s) and social media, including visual content, usability enhancements and implementation of new features.
- Write bi-monthly Tech Tip for P.E.O. Record
- Manage day-to-day requirements for social media strategy, including identification, development and publishing content, monitoring and responding to comments (position is to incorporate best practices and emerging trends)
- Analyze and monitor progress related to metrics, performance of web site or web-based applications and qualitative feedback
- Responsible for other emerging digital communication outlets
- Develop recommendations for improvements to website, web-based applications and social media integration
- Other duties as assigned



SUPERVISION:

This position operates within the guidelines developed by the Executive Board of International Chapter and office practices and procedures established by the executive director. Questions should be referred to the director of communications.

REQUIRED SKILLS:

- Displays in-depth knowledge and understanding of social media platforms and their respective participants and how each platform can be deployed in different scenarios
- Demonstrates creativity and documented immersion in social media.
- Understanding of strategic audience and messaging platforms
- Self-directed, with the ability to work independently and be highly-motivated
- Detail-oriented, dependable and trustworthy since this position works with complex and sensitive issues
- Work in a fast-paced and deadline-driven environment, can stay focused and carry out their tasks in a timely and accurate manner
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound and demonstrate outcomes for digital communications initiatives
- Can work effectively solo or as part of an integrated team
- Maintains excellent writing and language skills
- Ability to work outside normal business hours is necessary to monitor and maintain social media platforms, post responses, and handle potential issues
- Good human relation skills
- Excellent verbal and written communication skills
- Proper maintenance of records and files
- Computer skills required, preferably with experience using Microsoft Office and various web browsers
- College degree preferred or comparable experience in communications or marketing
- Membership in the P.E.O. Sisterhood and an understanding of P.E.O. policies and procedures preferred, though not required