JOB DESCRIPTION
Marketing and Social Media Coordinator

JOB TITLE: Marketing and Social Media Coordinator
HOURS: Part-time (18-24 hours)
SALARY: Depending upon experience
LOCATION: San Luis Obispo Chamber Offices | 895 Monterey Street, SLO
REPORTS TO: Director of Communications

POSITION DESCRIPTION
The Marketing and Social Media Coordinator enhances the Chamber brand through various marketing and social media platforms, engaging various audiences of the organization: staff, members, media and the community. This position works closely with the Communications Director to achieve the organization’s communications goals through specific channels and activities.

VITAL CONTRIBUTIONS/EXPECTATIONS:
- Create social media strategy, an editorial calendar, own community management on social platforms, and create & curate content across Chamber-owned channels.
- Increase engagement and retention through authentic, consistent messaging that utilizes latest industry standards and best practices.

DUTIES & RESPONSIBILITIES
- Execute a results-driven social media strategy.
- Develop and curate consistent, meaningful and engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with the communications team to create a social media calendar.
- Interact with users and respond to social media messages, inquiries, and comments in a timely manner.
- Review analytics and report on key metrics to evaluate the organization’s social media presence and performance.
- Staying up to date on best practices and emerging trends in social media.
- Creating and editing some web content as needed.
- Capture and edit visual content for multiple platforms.
- Produce photography in various methods including printed/digital media.
- Assist in City contracts, including Public Relations and Grants-in-Aid.
- Performing other duties when needed.

REQUIRED SKILLS, EDUCATION AND CERTIFICATIONS:
Bachelor’s degree in marketing, communications, or related field, or

1-3 years experience with business to consumer social media marketing or content development.

Proficiency with Microsoft programs.
  
  o Word, Excel, PPT, Outlook, relational database and internet.

Excellent written and verbal communication skills.

Passion for social media and proficiency with major social media platforms and social media management tools

Experience using various analytics software.

Multi-tasking and time-management skills, with the ability to prioritize tasks.

Detail-oriented approach with ability to work under pressure to meet deadlines.

Knowledge of basic Photoshop skills a plus.

Knowledge of basic video editing skills a plus.

Knowledge of website content management systems (Specifically Wordpress & Constant Contact).

Ability to work independently with limited supervision.

**COMPENSATION:**

This position will be hourly at part-time and can expect:

  ● Paid holidays and sick time
  ● Retirement plan

To be considered for this position, please send a cover letter and resume plus 2-3 social media content or marketing samples to Jacqui Clark-Charlesworth at jacqui@slochamber.org.

Email communication is the only form of correspondence for this position. Please, no phone calls or drop-ins.