08/2022

**JOB DESCRIPTION**

**POSITION TITLE:** Social Media Associate **DEPARTMENT:** Marketing

**REPORTS TO:** Digital Marketing Manager **CATEGORY:** Full-time, Exempt

**OVERVIEW:** Jewish Federation of Greater Atlanta (“Federation”) is continuing to build a diverse team of highly motivated and qualified individuals with a variety of skill sets to create a new model of 21st century community engagement and philanthropy. Federation is looking for candidates who are forward-thinking, motivated, have a positive attitude and enjoy working in an inclusive, dynamic environment.

**PRINCIPAL FUNCTION:** The Social Media Marketing Associate will work with a passionate team of Federation marketing professionals to execute integrated social media and digital marketing strategies that speak to our audiences where they are. We are looking for someone who has a genuine passion for user experience and what defines success in the social/digital space and who will bring new ideas and techniques to continue enhancing our social media presence. We are a team committed to growth for our organization, for our team, and for the individual.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

• Lead organic and paid social media content development and execution for all Federation and Atlanta Jewish Foundation social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok) to help exceed key organizational and departmental social media key performance indicators (KPIs).

• Create engaging content through copy, image, and video to increase social engagement across all Federation and Foundation social platforms.

• Identify and implement ways to grow social media audiences across all platforms.

• Assist Digital Marketing Manager in development and execution of paid social campaigns and ensure optimization of campaigns through tactics like A/B testing.

• Actively track and report on performance of organic posts and paid campaigns.

• Monitor social media trends and stay up to date with platform developments and updates.

• Generate consumer outreach through social media, including management of online community.

• Gather video and/or photos from events to create social content.

• Collaborate with marketing team to create social media calendar.

• Responding to local, regional, national, and international events that affect the community via social media channels

• Support colleagues in using their channels to extend our social media presence

*The above job duties and responsibilities describe the general nature and level of work for an employee in this position, but this is not intended as an exclusive or all-inclusive inventory of all duties required of employees in this job.* 08/2022

**QUALIFICATIONS:**

• College degree in Communication, Marketing, or a related field

• 2-3 years’ experience in social media and digital marketing

• Excellent organizational and time management skills

• Strong customer service while maintaining the ability to drive outcomes

• Excellent verbal and written communication abilities along with superior attention to detail

• Proficient in multiple social media channels (Facebook, Instagram, LinkedIn, Twitter, TikTok); all Office products (Excel, PowerPoint, Word, Office); as well as experience working with WordPress, Salesforce; Canva and/or Adobe creative suite

• Skilled in capturing, producing, and editing creative platform-specific photo and video content

• Driven, self-starter, resourceful and able to work with minimal direction

• Team player with a positive attitude and a willingness to learn and grow

• Proven success in fast-paced environments

• Direct experience using social media management tools with preference for AgoraPulse

**PHYSICAL REQUIREMENTS:**

Intermittent standing and walking with prolonged periods of sitting at a desk or in meetings. The employee must occasionally lift and/or move up to 10 pounds. This position offers a hybrid work schedule with three days in-office and two days remote.

Federation requires all employees to be fully vaccinated against COVID-19 or have received an exemption by Human Resources.

**COMPENSATION:** The salary range is $50,000 - $55,000 for this position plus a comprehensive benefits package. Anticipated salary near midpoint; commensurate with experience.

*Jewish Federation of Greater Atlanta is an equal opportunity employer.*