

Social and New Media Coordinator

OLV Charities

Lackawanna, NY

POSITION SUMMARY:

The Social and New Media Coordinator (SMC) will serve as an energetic and creative brand advocate who plans, designs and leads the OLV organizations' social media strategies, collaborating closely with partners across our campus to heighten awareness of content and drive user engagement.

He/she will be responsible for every aspect of social media management, from the creation of conversion strategies and campaigns to day-to-day posting and engagement, focusing on OLV's current channels (Facebook, Twitter, Instagram, LinkedIn) as well as seeking new opportunities on others, with the purpose of driving organizational goals.

Working as part of the Creative team (that includes graphic design and digital media personnel), the Social and New Media Coordinator will be expected to become an expert on OLV's rich history and current role in the community and have the ability to keep up with the rapidly changing social media landscape, ensuring the brand continues to evolve.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Develop and execute a creative, results-driven, social-media strategy designed to attract new supporters to the OLV organizations.
2. Develop and curate engaging content for OLV's existing social media channels (Facebook, Instagram, Twitter). Identify, recommend and establish OLV's presence on new channels where appropriate.
3. Collaborate with the creative and video teams on assets, and maintain a data-driven feedback loop to inform ongoing work.
4. Maintain a unified brand voice across different social media channels.
5. Collaborate with members of OLVC's creative and advancement teams to create a social media calendar that integrates with the organization's fundraising activities.
6. Actively investigate ways to improve engagement on all social media platforms, including emerging social media outlets.

7. Interact with users and respond to messages, inquiries, and comments.
8. Consistently monitor social media channels for industry trends.
9. Regularly review analytics and create reports on key metrics. Make recommendations based on findings and take appropriate action.
10. Research OLV's ability to produce podcasts with the goal of establishing a regularly occurring program in 2022.
11. Regularly attend events and produce live social media content.
12. Regularly test OLV and industry best practices and assumptions to make sure content is as effective as possible.
13. Performs all other related duties and functions as assigned.

SKILLS

1. Comprehensive understanding of the social media landscape and demonstrated creativity in developing innovative strategies
2. Some proficiency with video and photo editing tools and digital media formats
3. Fluency in digital content and social media best practices
4. Strong copywriting and copy-editing skills
5. Top-notch oral and verbal communication skills
6. Strong time-management skills with the ability to multi-task
7. Detail-oriented approach with the ability to work under pressure to meet deadlines
8. Ability to work in a fast-paced, creative environment within a diverse team with occasionally unpredictable hours
9. Skilled at building relationships; working collaboratively and cross functionally with others
10. Skilled at providing excellent customer service, assessing needs, providing assistance and solutions proactively
11. Ability to take initiative and problem-solve issues creatively and independently
12. Possesses strong organizational skills and attention to detail
13. Ability to stay in tune with industry best practices and learn/apply new concepts
14. Gather/interpret data and be able to make recommendations based on it
15. Ability to demonstrate OLV Charities' values and mission

EDUCATION AND EXPERIENCE

1. B.A./B.S. Degree in new/digital media, marketing/communications or a related field is preferred.
2. Minimum 2+ years of experience with creating and implementing social media marketing campaigns, managing social channels/sites and content development is required.
3. Experience with podcasting is a plus, but not required.
4. Microsoft Office products (Word, Excel, PowerPoint, Outlook) experience required.

Email resume and cover letter to: olvc-careers@olvcharities.org

Or send cover letter with resume to:

OLV Charities
Human Resources Department
780 Ridge Road; Lackawanna, NY 14218