

Position Title: Social Media Manager

Department: Marketing

Reports To: Director of Marketing & Community Engagement FLSA Status: Exempt

General Summary:

The Social Media Manager leads OTELCO's efforts to communicate with our customer community on multiple external platforms, and plays a vital role in crafting and presenting our brand to the public. The Manager will help build and manage a team of social media professionals working in multiple channels across several states working with a robust set of software tools including Sprout Social and HubSpot.

Essential Job Duties:

- Assists in creating social media strategy; plan and communicate with company leadership monthly on progress and milestones.
- Develops an integrated social media communications plan to advance OTELCO brand identity and broaden awareness of its services.
- Increases presence on existing platforms and expand OTELCO's online digital presence on social media channels such as LinkedIn, Facebook, Twitter, Instagram, and YouTube.
- Seeks out new methods and tools to support OTELCO communications effectiveness.
- Creates and distributes engaging written or graphic content in the form of digital newsletters, web page and social media messages that highlight organization milestones and employee recognition.
- Identifies content for internal / external communication and develop an editorial content calendar that supports organizational objectives for both audiences.
- Interacts and engages with audiences, respond to queries and monitor activity.
- Curates content and ensures maximum internal employee communications efforts.
- Monitors engagement metrics to drive future content creation.
- Develops reporting process to track audience growth, engagement, lead generation, and brand sentiment.
- Keeps internal team members informed on changes in social media, and behavioral trends
- Supports Business Development objectives by supporting strategic engagement with specific customers and within specific regions.
- Builds, supports, coaches and manages the future team of social media professionals.
- Completes special projects as assigned by leadership*.

*These tasks do not meet the Americans with Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

Knowledge, Skills, and Abilities:

- Proficient using social media posting and monitoring applications programs such as Sprout Social and HubSpot
- Strong computer skills using Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization and internet ranking for web content
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Ability to manage and supervise a diverse group of employees and simultaneously work toward many company initiatives at once
- Strong written and verbal communications skills
- Ability to communicate effectively with difficult customers in public and private forums
- Strong proofreading skills, attention to detail
- Ability to work unpredictable hours, including some evenings and weekends

Education and Experience:

- 2-4 years of hands-on active social media implementation ownership
- Bachelor's degree in Business, Marketing, Journalism, Public Relations or related field

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.	X			
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.