Job Overview

Social Media Communications Coordinator

Summary: The Coordinator is the driving force for promoting Construction Junction’s mission, items available for sale, and donor outreach across our social media channels, and will develop and deploy strategies to enhance engagement, reach and brand. The position is responsible for planning and executing continuous social media content, and will collaborate with other departments to identify stories, themes and materials to be communicated. An integral part of being able to promote our items for sale is an online inventory, and the Coordinator will be one of a team responsible for ensuring listings are accurate, consistent, and that the inventory pages overall represent the variety of material available in the store.

Responsibilities

Social Media

- Manage and Develop Channels: Oversee the creation and maintenance of profiles across social networks and develop recommendations about potential to use additional social media channels.
- Ensure content for all forms of communication is consistent with our brand and our voice, in terms of tone, manner and messaging. This position requires a deep understanding of social voice, tone and style, and the ability to adapt to CJ’s existing voice.
- Understand and keep current with social media best practices, new features and emerging platforms to ensure our social media serve our organizational priorities, including researching and recommending new approaches and tools to improve engagement and the monitoring process.
- Primary content manager for our social media channels and assist in generating other digital marketing efforts. Ensure we give our social media followers the most relevant and engaging content via each channel.
- Keep abreast of the environmental/green social media universe, especially locally, and look for opportunities to cross-promote and leverage, including the Environmental Financial Collaborative partners.
- Create and maintain a social media calendar integrated across PR, Internal Communications, Business Development and other Marketing functions.
- Editorial oversight of our social media channels. Drive social media campaigns and publish daily content about our activities. Identify and report social media posts that could be considered an adverse response and those that pose reputational concerns.
- Actively pay attention to social media feedback/commentary a daily basis, interpreting results to inform our social media optimization. Review submissions from supporters for worthiness and readiness for social media promotion. Monitor third-party communications on our social media channels and propose appropriate response.
- Collecting images, taking photos as necessary to create engaging visuals as needed for online communications.
- Ensure promotion of the Steel City Big Pour across all channels with careful scheduling and integration of marketing efforts.
- Collaborate: Liaise with all departments and sometimes with other local nonprofits as necessary to source, write, edit and publish marketing content directed to existing and new audiences.
- Develop and propose strategies to increase our audience engagement with a measurable ROI.
- Research and present paid social media products and services that amplify media campaigns that have been selected and other advertising/marketing/PR opportunities outside of paid social advertising.
Online Catalog
After training period, the Coordinator will assume increasing responsibility for enhancing the online catalog with selective product listings.

- Place product listings based on inventory items created by Retail team members on our online catalog pages to maintain an online representation of the everyday items we have for sale.
- Maintain online listings that meet all our listing criteria every time.
- Learn to generate online catalog listings based on strategic selection of items in addition to those created by Retail, to maximize impact of the inventory pages on sales, and to facilitate social media and email promotion of inventory items.
- Work with awareness of the goal to drive sales through presenting a consistent and usable online inventory catalog.

Mass Email – Cover for Communications & Marketing Specialist as needed
- Generate content.
- Schedule emails.
- Maintain email lists including researching techniques and changes to maximize engagement.

Analysis and Measurement
- Establish key performance indicators to measure year-to-year improvement of all of our social media, website, email, and digital/email efforts.
- Track metrics and monitor conversions, conversations and trends, and present quarterly reports.

Other
- Participate in strategic planning for communications.
- Assist in the maintenance of Construction Junction centric events on the website calendar.
- Assist Communication and Marketing Specialist with the website.
- Perform other duties as assigned.

Steel City Big Pour:
- Work with Communications and Marketing Specialist to develop a schedule of campaigns for Big Pour social media accounts around sponsorship outreach, vendor outreach, ticket sales, vendor announcements, and various promotion of the fundraiser.
- Assist with all event communications and social media (pre and post).
- Ensure communications needs are met on Big Pour day.

Education & Experience
Demonstrated success in a relevant, similar role is required (must be supported by data, reporting, and professional references).

An Associate’s or Bachelor’s degree in Communications, Digital Media, Marketing, or related field is desirable.

A successful candidate must be able to demonstrate:
- Proficiency in English: speaking, comprehension, reading and writing. Excellent communication skills, both written and verbal.
- A high degree of poise and professionalism when interacting with internal and external contacts.
- Creative verbal, written and visual communication.
- At least 1-2 years of relevant Communications experience leveraging social media, email, and web presence for a business or a nonprofit, in a role requiring independent work, and with demonstrated success in the role.
• Understanding of the importance of learning and using the existing distinctive voice of our organization.
• Ability to collaborate and communicate effectively with a wide variety of audiences.
• The ability to provide fresh insight into social media and email marketing, and work to consistently produce high-quality content and meet deadlines.
• Strong organization skills.
• Proficiency with and strong understanding of how to leverage current and potential social platforms in marketing campaigns (including but not limited to Instagram, Facebook, Pinterest, LinkedIn, Twitter).
• A detailed understanding of publishing tools, social media management tools, and social media analytics tools
• Demonstrated ability to use to report on key metrics monthly and as needed in order to demonstrate effectiveness of social media and/or communications strategy.
• Experience creating, monitoring and analyzing effectiveness of mass emails.
• Direct experience in content creation and management, monitoring, listening, tracking and reporting
• Knowledge of social media best practices.
• Knowledge of SEO and SEM required, and of CRM preferred.
• Strong computer skills including knowledge of Microsoft Word, Excel, and a working knowledge of Adobe Creative Cloud Suite (specifically Photo Shop and Illustrator),
• Some knowledge of building materials, vintage items, the names of things, and the principles behind reuse is highly desirable. Ability/willingness to learn about these is essential.
• Ability to gather, from a variety of sources, accurate, interesting information for items for promotions on social media, in emails, and in web listings as appropriate.
• Understanding of the value of a robust online inventory, to advertise our mainly non-traditional, one-off inventory items, and the ability consistently to create listings that meet all our listing criteria every time.
• Both the willingness and ability to work independently, as well as collaborate with staff to create content for marketing and communications efforts.
• Ability to field inquiries and requests from individuals of various levels and escalate potential issues appropriately
• Experience working with analytic tools and producing reports and interpreting data.
• That they are an active learner, with the ability to grasp and apply new ideas, with a positive attitude.
• Ability to prioritize workload and solve problems quickly, and ability to deal with stress associated with a fast-paced work environment with multiple priorities/tasks.
• Ability to make decisions and adapt to changing work situations.
• Ability to communicate with various personalities at all levels.
• A personal commitment to environmental protection.

Experience in retail would be an advantage.

**Physical Demands:** While performing the duties of this job, the employee is required to stand; walk; sit; bend; reach up; use both hands and digits to type and use mouse and phone and tablet devices for entering data and taking and using pictures; use hands to finger, handle, or feel; reach with hands and arms; and talk and hear. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and depth perception; from time to time lift items which may weigh 50 lbs., such as inventory items that need to be moved for optimal web listing conditions.
**Work Environment:** The employee will be working in an office/warehouse environment, depending on the daily tasks that need to be performed. Moderate to High noise levels. Varied environmental conditions depending if the tasks are office or store/warehouse based, in the store/warehouse the temperature can be very high or low, and the environment is dusty.

*This is not a full job description.*