



Social Media & Marketing Coordinator

<i>Division:</i>			
<i>Department:</i>	Marketing and Communications		
<i>Reports to:</i>	Marketing Director		
	Non-Exempt	<i>Location:</i>	Helena

The following information describes the general nature of the position, the work to be performed, and the essential functions of the position. It is not to be construed as an exhaustive list of all responsibilities, duties, and skills required for the position. Nothing in this position description restricts the company’s right to change, assign, or re-assign duties and responsibilities at any time or for any reason. Individuals must perform these position responsibilities in a manner that aligns with the Company’s philosophy, mission, and values while focusing toward achieving the division’s goals.

Position Purpose:

Under the direction of the Marketing Director, this full-time position, working primarily with Reach Higher Montana programs, also provides support for corporate marketing and communication needs at SAF, as needed. This position is most responsible for assisting the Marketing Director with communications, social media, websites, and project coordination. The Social Media & Marketing Coordinator assists with advertising, direct marketing, print materials, Internet initiatives, and other promotional channels; supports the Reach Higher Montana and SAF brands and creative vision; supports Reach Higher Montana, MHESAC, and SAF external web presence; and collaborates in the development of marketing plans for new products, services, and programs.

Job Specifications:

- **Minimum Education and/or Experience:**
 - Associate’s degree in marketing or communications;
 - Three (3) years’ demonstrated marketing, social media, or corporate communications experience;
 - Three (3) years’ experience working in a professional office setting;
 - or an equivalent combination of relevant education and experience.
- **Knowledge, Skills, and Abilities:**
 - Demonstrated effective use of Microsoft Office (Word, Excel, PowerPoint, Access), Google Suite, and Adobe Creative Suites, including Indesign, Illustrator, Photoshop, and Premiere; Active Campaign or other email marketing platforms; JIRA, Confluence, or other collaborative project management programs.
 - Demonstrated effective use of social media platforms in a business setting (Facebook, Instagram, Twitter, YouTube, and LinkedIn).
 - Demonstrated ability to write creatively and edit communications for accuracy and effectiveness.
 - The ability to learn emerging social media platforms.
 - The ability to produce and edit in-house videos using Adobe Premiere.
 - The ability to operate:
 - Computer
 - Telephone

- **Working Environment:**
 - This position functions in a normal office environment.

- **Competencies/Dimensions:**

– Planning and Organizing	– Leveraging Technology	– Communication
– Attention to Detail	– Social Media Analytics	– Work Standards
– Quality Orientation	– Customer Engagement	– Continuous Learning
– Business Acumen	– Fostering Teamwork	– Adaptability
– Problem Analysis/Resolution	– Thoroughness	– Navigating Change
– Flexibility		

- **Minimum Physical Requirements:**

– Sitting	– Pushing	– Talking
– Writing	– Lifting up to 35 pounds	– Hearing
– Reaching	– Using Fingers	– Repetitive Motions
– Pulling	– Grasping	– Light Work
– Needs to see documents/monitor/information resources on a daily basis		

Essential Functions/Key Result Areas:

The following are essential job functions/key result areas. Performance of this position will specifically be measured using the employee’s performance management plan.

1. **Social Media Marketing.** (1, 2, 3, 4)*
 - Coordinate with the Marketing Director in the development and implementation of social media marketing plans for Reach Higher Montana, SAF, and MHESAC; monitor and analyze the results.
 - Create exciting and innovative social media content for a variety of social media platforms.
 - Monitor trends, strategies, and best practices in social media marketing, and apply knowledge to RHM/SAF/MHESAC’s social media initiatives.
 - Analyze trends and metrics to measure engagement in social media.
 - Develop new digital channels to publish marketing content.
 - Monitor social media channels for comments, messages, and other forms of engagement and respond in a timely and appropriate manner, elevating comments to appropriate team members as needed.
 - Produce and edit videos in-house for social media and web.
 - Place and monitor social media advertising.
 - Uses social media to increase brand recognition.

2. **Marketing Coordination.** (1, 2, 3, 4)*
 - Collaborate with content experts to ensure coordinated delivery of marketing messages and alignment with organizational mission and goals.
 - Assist the Marketing Director with multimedia design layouts and artwork for internal and external clients.
 - Maintains corporate brand consistently across all platforms.
 - Maintain content calendar for all marketing campaigns.
 - Ensure marketing content (advertisements, promotional materials, articles, and related content) are submitted and delivered ahead of deadlines.
 - Monitor ad and article placement to ensure agreed upon deliverables are met.

3. Communication – Written and Oral. (1, 2, 3, 4)*

- Excellent written and oral communication skills with attention to detail, ability to edit and proofread others’ content, and ability to customize for target audiences.
- Writes compelling copy in appropriate formats for social media and traditional media platforms.
- Coordinate, develop, write, and deliver emails, newsletter and web content, Power Point and Prezi presentations, RFP responses, and other documents.
- Serve as a reviewer and support copy editing of other written materials.

4. Department Workflow. (1, 2, 3)*

- Strong project management skills, with ability to effectively prioritize tasks and meet deadlines.
- Ability to work well independently and as part of a team.
- Ensure the coordinated, systematic and efficient implementation of the departments, division’s and organization’s goals, corporate philosophy and values.

The following functions and duties may be reassigned:

1. Other duties as assigned.

*** The following criteria were used to review the position purpose in accordance with the Americans with Disabilities Act:**

1. Failure to perform this function may have serious consequences.
2. The performance of this function is the reason that the job exists.
3. There are limited employees among whom the performance of this function can be distributed.
4. This function is highly specialized. Employees are hired for the skill/ability to perform this function.
5. It is essential that employees work their normally scheduled work hours and time. Requested adjustments may not be available for this position.

Additional Information

- **Performance Measures:** Performance of this position will specifically be measured using the employee’s performance management plan.
- **Please Note:** This position description provides the reader with a concise summary of this job’s basic duties. Persons who perform this job may also be required to perform additional responsibilities not described in this position description.
- Overtime may be required.
- Employees must maintain confidentiality.
- Employees must comply with the company’s policies and procedures and Code of Ethics and Conduct.
- Employees are required to work normally scheduled work hours. Failure to work normally scheduled work hours will result in disciplinary action, up to and including termination of employment.
- Employees will perform requested job-related instructions and job-related duties which may not be listed in this position description.
- Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform this job successfully, the individual will possess the abilities and aptitudes to perform all accountabilities proficiently.
- Employees are required to provide a high level of service.
- Employees are required to work safely and use safe practices.
- Travel may be required.

Job Fit Facets:

4	Achievement	3	Entrepreneurialism	3	Position/Status
3	Center of Attention	3	Formal Recognition	4	Practical Results
4	Challenging Work	1	High Involvement-Leader	2	Promotion Opportunities
3	Coaching Others	4	High Involvement-Member	3	Recognition for Expertise
1	Commission	4	High Responsibility/Accountability	5	Relationship Building
3	Compensation	3	Influencing Others	2	Standardized Work
4	Complexity	1	International Exposure	4	Task Variety
4	Continuous Learning	3	Interpersonal Support	2	Travel
5	Details	3	Physical Environment		

Based on a scale from 1 (few or no opportunities) to 5 (many opportunities) for these job fit facets in this position.