



JOB DESCRIPTION

Job Title: Social Media & Community Engagement Manager

Reports to: Senior Marketing & Communications Manager

Job Classification: Full-Time, Exempt

Summary The Social Media & Community Engagement Manager (SMCEM) promotes the Chamber's brand and advances its mission & strategic goals to raise Chamber awareness, visitation, attendance, membership, and sponsorships by managing the creation and implementation of a social media and public relations strategy.

Job Duties and Responsibilities:

To perform this job successfully, an individual must be qualified to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be available, upon request, to enable individuals with disabilities to perform the essential functions.

- Develops and implements the Chamber's Public Relations Plan to leverage the Chamber's mission and membership by cultivating and maintaining productive working relationships with in-house staff, volunteer committees, local media, representatives of community and public interest groups, associations, Chamber members, and other stakeholders
- Manages chamber social media including:
 - Generating and posting reels, stories, and posts to social media
 - Creating events on social media for the signature events
 - Driving traffic from social media to the website with strong calls to action
 - Engaging with Member's and Sponsor's social media posts by tagging them and liking, commenting, following, and sharing their content.
 - Attending member ribbon cuttings, groundbreaking, and open houses events to take and post photos/videos
 - Set-up Chamber's virtual events to post to social media and facilitates streaming
 - Recognizes staff anniversaries, birthdays, and special honors on the Chamber socials
 - Analyzes and reports metrics to the team quarterly
- Manages and creates the Chamber's weekly eNews, including maintaining member email list and scheduling blasts
- Creates member surveys and reports metrics to team
- Writes and distributes press releases regarding Chamber announcements and events to the media
- Grows and maintains up-to-date info for local, state, national, and industry sector media outlet contacts
- Operates as media liaison for the Chamber to organize media attendance for events and connects media with Chamber spokespeople when requested
- Writes and schedules posts for Chamber blogs to the website in the form of press

- releases, post event summaries, announcements, and other original content
- Posts chamber member press releases, to the website.
- Oversees special projects including the Boise Valley Spotlight (Annual), Best Places to Work in Idaho (Annual), ACCE Chamber of the Year application (Annual), Chamber Accreditation (Every 5 Years) and others as assigned.
- Organizes professional video projects with third parties.
- Drafts content for sponsor thank you notes.
- Negotiates trade agreements
- Provides internal departments public relations and communications expertise
- Provides project-level copywriting as needed
- Co-manages updates to the external blade sign and welcome screen in lobby with Senior Marketing and Communications Manager.

Required Skills and Abilities

- Ability to effectively perform in a fast-paced, results-oriented work environment assuming personal ownership and accountability for projects, goals, and outcomes
- Requires excellent writing skills, editing skills and interpersonal communication skills
- Ability to effectively develop and maintain strong working relationships across a diverse population and organizational level
- Strong planning, organization and project managing skills with the initiative and ability to work on multiple projects simultaneously
- Requires a valid driver's license and ability to travel independently within the Treasure Valley.
- Some flexibility to work evenings, early morning, and weekends on occasion

Education and Experience

- Requires a post-secondary degree and two years of experience in social media marketing and public relations or equivalent combination of education and experience
- Experience with social media, photography, videography, and media editing strongly preferred

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to ten pounds and frequently lift and/or move up to forty-five pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

Social Media & Community Engagement Manager

Date

Senior Marketing & Communications Manager

Date

VP, Member Services

Date

President & CEO

Date