



ISLAND HARVEST POSITION DESCRIPTION

TITLE: Social Media Specialist

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DEPARTMENT: Development
06/08/20

FLSA: Exempt

PREPARED:

JOB SUMMARY:

The Social Media Specialist will support our communications, public relations/marketing program by assisting in the execution of Island Harvest's brand voice across all channels, including digital ads, website, social media, electronic and print materials.

DUTIES AND RESPONSIBILITIES:

- Support the work of our public relations consultant and fundraising team to develop content for our social media platforms, website and newsletters and more highlighting our programs, services and support programs as well as fundraising and other initiatives
- Coordinate consistent messaging with corporate brand and design guidelines and building out an organized, internal content plan
- Create a Story Platform through first-person interviews with clients, contributors, volunteers, staff and other constituents
- Create content that aligns our voice and brand to create compelling content with proven performance ratings
- Develop a timely reporting and analysis system (real-time, daily, weekly, monthly, quarterly)
- Identify the myriad regional and national competitive landscape
- Perform other activities/projects as assigned.

SUPERVISION:

Received: Vice President of Development and Public Relations Consultant

Given: None

MINIMUM QUALIFICATIONS:

Education: Bachelor's Degree in Journalism, English or Communications or equivalent work experience preferred.

Experience: 2 plus years of proven experience with an impressively creative and active portfolio of work that includes content development for all platforms at a strong brand, agency or influential publication. Prior non-profit experience is a plus



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KNOWLEDGE AND ABILITIES:

Knowledge of:

- Computer applications (Microsoft Outlook, Word, Excel, PowerPoint), all social media platforms and navigating the Internet.
- Working knowledge of office equipment and computer hardware and peripheral devices.
- Basic geographical knowledge of Long Island.

Ability to:

- Produce written content for website, social media platforms, print and electronic newsletters (and stories, whitepapers, email, social media, and interactive pieces) that align with brand and connects to public relations, marketing and fundraising campaigns to create compelling content that gets noticed and performs
- Collaborate with Development team to brainstorm and develop content for social platforms and digital ads and ensure consistency with theme, brand and design guidelines
- Copyediting media content, press materials and advertising.
- Compile data and produce presentations as requested.
- Represent the Island Harvest to the highest standards.
- Deal with difficult individuals while remaining professional and courteous.
- Establish and maintain effective working relationships with others.
- Adjust to changing priorities and work on multiple projects simultaneously.
- Plan and organize work to meet schedules and deadlines.
- Work under pressure and meet multiple deadlines at a given time paired with excellent attention to detail.

Other:

- Excellent writing, interpersonal and organizational skills.
- Must be a creative thinker.
- Must be comfortable with numbers.
- Have the desire to work in a fast-paced environment.
- Desire to help others.
- Demonstrate attention to detail.
- Be a self-starter who can take direction and contribute ideas.
- Have the ability to work independently on projects while meeting deadlines.
- Must be able to work well on their own while still being a team-player.



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KNOWLEDGE AND ABILITIES (Con't):

Other (Con't.):

- Must exhibit a positive, “can do” attitude.
- Must possess excellent “people” skills and the ability to work effectively with employees at all levels within the organization and individuals outside the organization.

Communication: Must possess excellent writing, speaking, interpersonal and presentation skills. Must have the ability to interact with the public and coworkers.

WORKING CONDITIONS:

Environment: Indoors, office environment and occasional outdoors.

Working Hours: Regular business hours. Must be willing to work occasional nights and/or weekends, as needed.

Physical Requirements: Must be able to carry up to 30 pounds.

Use of Equipment: Frequent use of computer and other basic office equipment.

Travel: Occasional; throughout the region, as necessary. Must possess a valid driver’s license and reliable vehicle.

To perform this job successfully an individual must be able to perform each essential duty and responsibility satisfactorily. The requirements listed above are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Island Harvest, LTD is an Equal Opportunity Employer.

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Prepared by: Randy Rosenberg

Date: 06/08/20