

Social Media Associate

Team	Communications & Marketing
Position summary	As part of the Communications & Marketing team, the Social Media Associate plans, develops, implements, and maintains the overall social media strategy for the Presentation Guild to drive engagement, retention, and conversion.
Key responsibilities	<p>Planning and Strategy</p> <ul style="list-style-type: none">• Develops and updates the yearly social media communication plan based on the overall vision, mission, and communication plan.• Strategically develops and plans social media content campaigns, outreach campaigns, and initiatives to increase engagement, membership, and reputation building.• Oversees the strategic and proactive setup of our social media account management software.• Proactively identifies opportunities to improve and expand the Guild's social media communication.• Ensures that all social media initiatives are consistent with the overall strategic vision.• Plans and executes the monthly social media communication (outlining, writing, editing, designing the layout, publishing) in close collaboration with the Communications team. <p>Engagement and Reputation Management</p> <ul style="list-style-type: none">• Ensures regular and responsive management of our social media presence.• Establishes routines to engage with the presentation industry on social media beyond internally-produced content.• Active monitoring of incoming direct messages (DMs) in our social media channels. Ensuring coordinated responses among the team, and logging of messages and responses.• Proactively engages in social media besides internally-produced content – searching, sharing, re-posting, engaging with, and commenting on presentation industry posts and content.• Proactively manage and respond to negative comments, public relations issues, or potential crises in a thoughtful, timely, and strategic way. <p>Collaboration</p> <ul style="list-style-type: none">• Coordinates with other members of operations assigned to support our social media activities.• Active coordination with the other teams for all ongoing social media communication.

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- Publishes or provides material from our social media accounts to our Presentation Guild online community in collaboration with the Membership & Community team.

Content Management

- Actively prepares social media material for all communication and events initiatives.
- Actively participates in updating our website and online community in collaboration with the Communications & Marketing, Membership & Community, and Events & Conferences teams.
- Ensures all social media content and assets are organized and archived properly in our M365 structure.

Analysis and Continuous Improvement

- Updates and tracks the social media metrics (e.g., followers, post interactions, comments, etc.).
- Stays updated on social media management innovative and best practices, leveraging them to maintain and enhance effectiveness of social media initiatives.

Qualifications

- Successful track record as a social media manager or in a related role
 - Adept in using social media platforms including but not limited to LinkedIn, Facebook, Instagram, TikTok, YouTube, X/Twitter, etc.
 - Experience leveraging social listening.
 - Skillful in the use of social media management tools (e.g., Loomly)
 - Experience using photo and video editing software (e.g., Canva)
 - Strong understanding of social media analytics and reporting tools (e.g., Google Analytics)
 - Experience with community management, including responding to customer inquiries and engaging with followers
 - Experience with reputation and crisis management
 - In-depth knowledge of the latest social media trends and best practices
 - Graphic design skills and experience creating visual content for social media
 - Experience with video editing and production, particularly for social media platforms like Instagram and TikTok
 - Knowledge of analytics and data analysis, understanding of SEO and social media KPIs
 - Ability to work both collaboratively and independently
 - Excellent critical thinking and problem-solving skills
 - Strong written and verbal communication skills
 - Excellent leadership and interpersonal skills
 - Experience volunteering with a growing organization, especially a professional association, is preferred.
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	<ul style="list-style-type: none">• Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.
Time commitment	<ul style="list-style-type: none">• Attend monthly team meetings, plus recurring check-ins, cross-team, workgroup, and committee meetings as needed. A minimum of 75% attendance is required.• Work an average of 3-5 hours per week on organizational activities.
