

## **PR Social Media Coordinator Job description**

Social Media Coordinator

### **Reports To**

The Social Media Coordinator will report to the Marketing Team Lead.

### **Job Overview**

In close coordination with Director of Marketing and at her direction, the Social Media Coordinator assists with planning, development, and execution of Planting Roots social media. Works cooperatively with all members of Marketing Team including the Deputy as well as Podcast and Graphic Design Coordinators.

### **Responsibilities and Duties**

#### **A. General Responsibilities**

1. Attend all Marketing Team Meetings, including submitting a social media team report, hours logged, resources produced, and funding needs and used.
2. As directed by Director of Marketing, provides advice and assistance to cross-team collaboration in support of Planting Roots mission and goals.
3. Support the vision and mission of Planting Roots.
4. Assist with fundraising both for personal expenses related to Planting Roots and for the larger Organization.

#### **B. Job-specific Responsibilities,**

1. At the direction of the Director of Marketing, plans and coordinates social media events, including scheduling weekly posts, tagging authors in daily posts, proofreading and editing posts
2. Helps ensure timely execution of Marketing Team tasks and deliverables.
3. Prepares monthly report of Marketing Team work, hours logged, resources produced, events planned and executed, as well as funding used and required for Marketing Team.
4. Assists in the development and training of Marketing Team Staff.

### **Qualifications**

- Time Commitment: 10-30 hours per month, averaging approximately fifteen hours monthly, minimum three-year commitment preferred.
- Financial Commitment: Attend annual conferences and biennial Staff retreats as able.
- Faith: Must be a Christian military woman with a growing walk with the Lord.
- Experience: Planning, organizing, and executing social media events; experience working with teams of three or more individuals, including organizing and planning timelines, task lists, and resources in support of marketing events. Ideal candidate is a strong verbal and written communicator with proven teaming skills.