

Manager of Social Media & Marketing--U.S. Chamber of Commerce Foundation, Hiring Our Heroes

GENERAL DESCRIPTION OF DUTIES:

Incumbent is responsible for leading the design, development, implementation and analysis of social media campaigns at the U.S. Chamber of Commerce/Hiring Our Heroes.

DETAILED DESCRIPTION OF DUTIES:

- Work closely with the Director of Strategic Communications to maintain and execute primary programmatic initiatives.
- Serve as subject matter expert and primary point of contact for all social media networks used by HOH including Facebook, LinkedIn, Instagram, Twitter, YouTube and TikTok.
- Attract, engage and retain key audiences and stakeholders- including job seekers, HOH partners, and business leaders on our media channels by developing content that is insightful, data-driven, visually dynamic, and valuable to our audiences.
- Repurpose short form and long form writing content for social media
- Create social media toolkits for events and programs
- Manage the various communities and comments on each social media platform on behalf of HOH
- Develop new and creative ways to deliver content via posts, galleries, graphics and videos on social media.
- Produce high quality social media content including copywriting, video and image creation
- Conduct weekly, monthly and ad-hoc social media reporting and analysis
- Perform other duties as assigned.

SUPERVISION RECEIVED:

Incumbent will report to the Director of Strategic Communications, Hiring Our Heroes. Incumbent is expected to work collaboratively with the Director and other senior managers at the U.S. Chamber, to exercise sound judgment in making and executing decisions, to demonstrate initiative in carrying out responsibilities and to keep the director informed of plans, progress and results.

KNOWLEDGE, SKILLS AND ABILITIES:

Requires excellent managerial, verbal and written communication skills; creativity and the ability to think strategically; the ability to be a self-starter, problem-solver, and decision maker; capability to work with a diverse group of nonprofit, government and corporate interests; Adobe Suite; computer proficiency in MS Office (Word, Excel, Access, and PowerPoint); and excellent organization and interpersonal skills.

EXPERIENCE & EDUCATION:

Requires at least 3-5 years professional and demonstrated ability to think strategically and leverage cross-functional teams to develop and execute and manage organic and paid social media campaigns. Prefer strong work ethic; excellent writing, proofreading, and research skills; able to be a self-starter; excellent interpersonal skills. A proven understanding of increasing engagement and fellowship

through social media channels. Familiarity with social media management and analytic tools. Bachelor's degree and experience with the military community preferred.