



Social Media Manager

Title:	Social Media Manager
Reports to:	Director of Marketing
Classification:	Regular Full-time, Exempt
Travel:	Less than 5%
Last Revised:	December 2021

JOB DESCRIPTION

Summary/Objective:

The Social Media Manager will join the marketing team to increase brand awareness and showcase mission impact through the effective use of social media channels. As the Social Media Manager, you will collaborate with a creative team of results-oriented, strategic marketers passionate about growing and leading digital communities.

The ideal candidate is an enthusiastic, social media savvy professional with an affinity for writing who thrives in an impact-driven environment.

Essential Functions:

- Develops a social media strategy with campaigns, seasonality, and everyday content targeting those impacted by breast cancer
- Aligns strategy with the execution of copy and creative direction that will resonate with key audiences
- Develops and executes annual calendar of social media content with ability to be agile to accommodate trends and business needs; Leads content through prep, reviews, and approvals, working closely with design team
- Publishes content across all social media channels (organic and paid) with a detail-oriented approach that optimizes for digital
- Interacts with supporters 1:1 via comments and messages that encourage engagement and brand trust
- Establishes plan for social listening and implements content strategy based on findings
- Monitors and analyzes social media key performance indicators to determine successes, weaknesses, and opportunities for growth
- Maintains awareness of social media updates and trends; Collaborates with team to share changes that are relevant to overall marketing activities
- Manages collaborations with influencers, content creators, and partners; Identifies opportunities to grow network
- Nurtures Facebook fundraisers in-channel and collaborates alongside development team

National Breast Cancer Foundation, Inc. is a non-profit organization based in Frisco, TX. We have a comprehensive benefit program and are looking for individuals passionate about our mission, "Helping Women Now". NBCF seeks to be a diverse and inclusive employer.

- Collaborates with Multimedia Manager to develop video strategy for social channels
- Leads responsibilities for Facebook, Facebook Groups, Instagram, Twitter, and LinkedIn
- Manages seasonal intern supporting social media content and engagement

Success in this role looks like:

- Increased engagement and channel growth
- Consistent channel-specific posting (in-feed and stories)
- Pursuit of new ideas after analysis of past performance
- Bonus: NBCF is verified on Instagram!

Competencies Required:

Competency	Description
Communication	Skilled at communicating up, down, sideways, all around...expresses oneself clearly with written, oral, and interpersonal communication.
Problem Solving	Uses logic, with the end result in mind, to tackle a problem swiftly and come up with a plan to solve it.
Initiative	Identifies what needs to be done before being asked or before the situation requires it.
Results Oriented	Sets challenging goals, understands what resources need to be involved to achieve results, and meets or exceeds goals.
Team Player	Offers support for others' ideas and proposals; seeks opportunities to serve and jump in when needed; gives honest and constructive feedback.
Job Skill	Demonstrates depth of a knowledge and skill in a technical area related to their job.
Developing Others	Delegates responsibility and works with others; coaches them to develop their technical skills or competencies.
Fosters Teamwork	Works cooperatively with others on a team; as a team leader, the ability to demonstrate success in getting people to collaborate together.
Decisiveness	Makes difficult decisions swiftly and considers impact of the decisions to the business and the employee(s).
Empowers Others	Exudes confidence in employees' ability to be successful, gives employees' freedom to decide how they will accomplish their goals and resolve issues.
Customer Orientation	Demonstrates concern for satisfying one's external and/or internal customers; service-oriented and exhibits servant leadership.

Qualifications:

- Team player, willing to help and support other employees and departments, engage in staff events, and demonstrate company values
- Bachelor's degree with a focus on marketing, new media, communications, or related field
- Over five years of experience in social media management
- Demonstrated growth of social channels engagement and following
- Proficient in Microsoft Office Suite
- Exceptional verbal and written communication skills
- Strong creative copywriting skills

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- Proficient with Facebook, Twitter, Instagram, and LinkedIn; strong understanding of best practices for key channels
- Experience managing Facebook ads
- Organized, detail-oriented, and solution-oriented
- Experience managing campaigns and cross-departmental projects
- Self-starter who takes initiative while remaining open to direction
- Ability to manage priorities, remain agile, and meet deadlines
- Non-profit experience, volunteering, or strong community involvement a plus

Physical Demands and Work Environment:

- Occasional attendance in company office
- Safe office space, including internet access and a proper desk and chair required
- Occasional evening and weekend attendance at local, offsite events
- Availability to work after hours and weekends as needed during Breast Cancer Awareness Month
- Continually required to sit, stand, and/or walk
- Continually required to utilize hand and finger dexterity
- Frequently required to talk or hear
- Continually utilize visual acuity to operate equipment, read technical information, and/or use a keyboard

Allocation %

Programs: 60%

Administration: 20%

Fundraising: 20%

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