



Job title	<i>Social Media & Content Coordinator</i>
Reports to	<i>Director of Marketing</i>

Company Description

ASSETS is a dynamic, innovative, and growing non-profit organization focused on transforming communities through business. We're a diverse team of innovators with extensive experience in entrepreneurship, social change, and economic development. ASSETS offers in-depth training and financing for entrepreneurs, and works with established businesses to improve their social and environmental impact. We believe in harnessing the power of business to alleviate poverty and build vibrant and sustainable communities. In addition, we own and operate Lancaster Works, Lancaster County's first and only B Corporation employment agency.

Position Summary

We are searching for a gifted writer with a proven background in social media management to join our team. This position will act as a content manager, responsible for the creation and distribution of marketing communications for the organization as well as the content-related "marketing activity" that keeps ASSETS relevant and supports the strategies set by the Director of Marketing.

The Social Media & Content Coordinator is a highly motivated, creative individual with experience in and a passion for connecting with current and future customers. They are organized; detail-oriented; a critical thinker; and well-versed in fostering a brand voice, crafting a positive user-experience, and strategically targeting desired audiences. In addition, the ideal candidate is passionate about diversity, equity, and inclusion and wants to join a team that is fighting for racial and gender equity in our community.

This position will be a vital part of the team, working closely with the Director of Marketing and Creative Services Specialist to grow our social media presence and strategy, as well as deliver inspiring, invitational, and educational content across all of ASSETS' communication platforms.

Primary Responsibilities

Social Media Management:

Administer ASSETS' social media marketing and advertising. Administration includes but is not limited to:

- Management of ASSETS' active social media presence
- Deliberate planning, strategy, and goal setting
- Development of brand awareness and online reputation
- Content management (including website)
- SEO (Search Engine Optimization) and generation of inbound traffic
- Cultivation of new client leads
- Online reputation management
- Community participation

Content Management:

- Administrate the creation and publishing of relevant, original, high-quality content for all channels and ads
- Create a regular publishing schedule and promote content through social advertising
- Leverage the right tools to manage content (i.e. content planners and content publishers)
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Integrate all channels of marketing (social media, SEO, content marketing, email, print, and digital marketing)
- Manage or oversee all social advertising campaigns

Contact Management

- Identify target customers
- Create a client funnel strategy to turn cold leads into fans, fans into customers, and customers into advocates
- Ensure a smooth, positive, and informative customer experience
- Work with the ASSETS' team to create clear processes to regularly update communication channels with new contacts

The Social Media & Content Coordinator will perform other duties as assigned by the Director of Marketing.

Minimum Qualifications & Experience

- Commitment to the mission and programs of ASSETS.
- Marketing degree is welcomed but not required with relevant work experience. Must possess knowledge and experience in the tenets of traditional marketing as well as content marketing.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills (including the ability to interview, craft compelling blogs, deliver an informative press release, effectively communicate information and ideas in written and video format, and deliver a positive, approachable social media voice).
- Well-versed in fostering a brand voice, crafting a positive user-experience, and strategically targeting desired audiences.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics, as well as the principles of "Search and Social."
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy, and conflict resolution, and excels at building and maintaining online relationships
- Proficient with both Microsoft and Google's suite of products
- Functional knowledge of WordPress a plus.
- Organized, detail-oriented, and practices superior time management.
- Critical thinker and resourceful.
- Comfortable with minimal supervision.
- Exhibits the ability to jump from the creative side of marketing to analytical side.
- Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).

Working conditions

The ASSETS and Lancaster Works are both office-based organizations with full capacities to work virtually when needed. You may share a room with other staff. The work can be challenging at times with responsibilities for meeting targets and deadlines, but our culture reflects our desire to maintain joy, team camaraderie, and innovation. Dress is often casual but can require professional dress depending upon occasion.

Physical requirements

The physical demands are typical of an office setting. Set up and tear down during events is often asked of staff. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee incumbent in this position. Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and

requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Equal Opportunity Employer

ASSETS does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability and genetic information, age, membership in an employee organization, or other non-merit factor.