

**Community Health Alliance of Pasadena (ChapCare)
Job Description**

Title: Social Media Content Coordinator
Department: Marketing
Reports To: Marketing Director
Directs: Interns and Volunteers
EEOC:
FLSA Status:

Summary

As a growing Medical Group provider to residents of the greater Pasadena area and San Gabriel Valley, ChapCare seeks a savvy, creative, detail-oriented Social Media Content Coordinator to create, curate, and manage content, and help shape marketing strategy across ChapCare's digital and social media channels to support the organization's branding, reputation, program participation, education, and advocacy efforts.

We are looking for a talented *Social Media Content Coordinator* who will be the creative thinker responsible for representing the brand voice, look and personality of ChapCare online and across social media channels. As a *Social Media Content Coordinator*, you will be responsible for developing original content and suggest creative ways to attract more clients and promote our brand. This role will be able to increase website traffic and customer engagement metrics aligned with broader marketing strategies.

You will optimize ChapCare's marketing automation and lead nurturing processes through content generation, email and social dissemination. You will be a content producer and brand designer. Being responsible for implementing strategies and tactics that grow online followers, engage and retain them.

This role reports to the Marketing Director and will also work closely with other teams.

ChapCare's Expectations of all Employees

- Adheres to all ChapCare's Policies and Procedures
- Conducts self in a manner that represents ChapCare's core values at all times
- Maintains a positive and respectful attitude with all work-related contacts
- Communicates regularly with her/his immediate supervisor about Departmental and ChapCare concerns
- Consistently reports to work prepared to perform the duties of the position
- Meets productivity standards and performs duties as workload necessitates

Essential Duties and Responsibilities

- Craft consistent brand messaging, social media strategies, and implement brand design
- Research audience preferences and discover current trends
- Create engaging original content (text, image and video), leading content ideation and development for all social media channels
- Manage a consistent social media editorial calendar, aligning timing with other communications timelines
- Design posts to sustain readers' curiosity and create buzz around new services and current programs
- Run and host virtual events on social media channels like Facebook and Instagram Live, Twitter Chat and YouTube
- Manage influencer partnerships across key verticals and campaigns
- Analyze and track key performance metrics regularly and/or per-campaign basis to understand effectiveness of strategy and creative

- Lead long term social media growth and follower acquisition strategies
- Lead community management across all online platforms, including Yelp, My Google and other online accounts
- Train co-workers on social media guidelines and how to use social media in a cohesive and beneficial way
- Engage in online conversations with customers and respond to queries in real time
- Report on online reviews and feedback from patients and clients
- Manage ChapCare's online advertising campaigns, ensuring all content is on-brand, consistent in terms of style, quality, and tone of voice, and optimized for search and user experience for all channels
- Run ad campaigns on social media and Google utilizing high-traffic platforms to optimize brand visibility, conversion, and customer satisfaction
- Possess knowledge pertaining to targeted high-yielding ads using customer profile development.
- Mapping out a content strategy that supports and extends marketing initiatives, both short- and long-term, determining which methods work best for the brand
- Assist in e-commerce strategy and implementation
- Support community events production and digital coverage
- Assist in all other marketing related duties as assigned

Qualifications

Education and Experience:

- Associate or Bachelor's Degree (Preferred)
- Minimum 5 years' experience managing a brand's social media
- Marketing: 5 years (Preferred)

Skills:

- Bilingual in English and Spanish
- Experience working in the nonprofit sector
- Proven artistic ability to create high-quality digital media and content for multiple social media channels
- Experience using Adobe Photoshop, Illustrator and Canva
- Experience video production and editing
- Ability to deliver creative content design (text, image and video) and production
- Able to create content for web, email, videos, blog and other platforms as needed
- Strong writing, editing, and proofreading skills
- Excellent community management and customer service skills
- Proficiency in marketing automation and blogging software in order to generate traffic
- Experienced in creating and updating content using a content management system (CMS), such as WordPress
- Knowledge and understanding of keyword search, SEO, SEM, Email Marketing, SMS Marketing, Google Analytics and other related platforms
- Knowledge of Facebook Ads, Google Ad Platform, and other advertising channels
- Experience using Sprout Social, Klear, Hootsuite, or other social analytics, social listening tools or influencer management platforms
- Expert user of Microsoft Office with solid presentation and communication skills
- Ability to work independently, organize workload, and possess a strong ability to multitask

About You:

- You're curious. You're progressive and a forward thinker
- You want to make a mark on a company with your creativity and innovative thinking
- You're socially aware, and you're ready to take on the challenge

- You have exceptional organizational skills to coordinate and manage multiple projects and deadlines
- Adaptable and comfortable with changing up their tasks day-to-day and meets every challenge with determination.
- Project management experience is a plus
- Excellent computer and communication skills
- Analytical with strong proficiency in analyzing data and data trends
- Can work independently and collaboratively
- Positive team attitude is essential
- High attention to detail is a must
- Positive attitude with a commitment to going above and beyond to help patients/clients, providing an exceptional customer service experience

Physical Demands/Working Conditions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the member will be required to drive to community outreach sites, and will be required to drive to all ChapCare facilities as needed. As a result, a valid California Driver's License is required. The ability to sit for extended periods of time. The employee must occasionally lift and/or move up to 25 pounds.

Travel, generally within the Greater San Gabriel Valley and/or Greater Los Angeles, may be required on an occasional basis.

Physical Exam and Communicable Disease Clearance

Ability to pass a pre-employment (and annual thereafter) physical exam is required. Proof of immunity to Rubella and Varicella required. Baseline assessment of TB immune status required; annual assessment thereafter. Recommended immunity via vaccination to Hepatitis B.

Acknowledgement of Receipt

I have reviewed this job description and understand that my supervisor can answer any questions I may have about what is expected of me in this position.

Employee Name

Employee Signature

Date