



LOS ALAMOS

Los Alamos County

Job Description and Classification

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| JOB TITLE: | Social Media Coordinator |
| JOB CODE: | 116 |
| CLASSIFICATION: | Non-Exempt |
| DEPARTMENT/DIVISION: | County Manager/Communication & Public Relations |
| SUPERVISOR: | Communication & Public Relations Administrator or designee |

Position Summary:

Under general supervision of the Communication and Public Relations Administrator or Designee, researches, plans, organizes, and executes marketing and social media campaigns in support of the county's communication goals, plans, and objectives. Maintains confidentiality of all privileged information.

The general level and nature of this position are described in the headings below. This is not an all-inclusive list of all responsibilities, duties, and skills required of personnel in this classification. Duties, responsibilities and activities may change at any time.

Essential Duties and Responsibilities:

- Plans and executes professional and creative digital marketing and social media campaigns.
- Measures and reports performance of all campaigns against goals.
- Creates and manages digital-related content and media campaigns for websites, social media, online advertisements, seasonal promotional content, digital newsletters, articles, and video spots for organizational activities.
- Organizes digital resources and reports on progress and initiatives.
- Promotes and ensures brand awareness by growing the organization's digital presence and expanding upon current social media business practices.
- Suggests and implements direct marketing methods to increase digital advertising.
- Researches, develops, and implements current digital media trends.
- Research, develop and publish appropriate responses to social media inquiries.
- Collaborates and coordinates with other departments and customers to produce high quality digital media products.
- Writes and edits basic copy, which may include press releases and text for publications.
- Works productively under time constraints.
- Research emerging, state-of-the-art technology, equipment, and/or systems; participates in professional development activities.
- During an emergency, serve in the Joint Information Center as Social Media Coordinator to promulgate approved public outreach messages using a variety of digital media platforms.
- May serve as the Acting Public Information Officer in their absence.
- Maintains current working knowledge of, and ensures compliance with, all applicable local, state, federal, and internal environmental laws, and regulations.
- Maintains confidentiality of all privileged information.
- Contributes to a team effort.
- Performs other related duties as required.

Minimum Qualifications:

- Associate's degree from an accredited college or university; or equivalent combination of education and work related experience.
- Three years' experience managing and implementing marketing and social media campaigns and programs.

Preferred Qualifications:

- Associate's or Bachelor's degree in Digital Marketing, Marketing, Graphic Design, Public Relations, Communication, Digital Media, Journalism, or related field.
- Experience meeting deadlines/objectives while collaborating with a variety of stakeholders , with varied opinions/suggestions.
- Digital media or related program management certifications
- A valid New Mexico driver's license.

Knowledge, Skills, and Abilities:

- Knowledge of highly used digital media platforms.
- Knowledge of current technological developments/trends.
- Knowledge of current digital media practices, and applicable laws and regulations.
- Skill in verbal and written communications.
- Skill in creative and analytical problem-solving.
- Skill in making presentations and delivering proposals to varying groups of individuals.
- Skill in organization and attention to details.
- Ability to analyze and understand research and to identify relevant and valuable information.
- Ability to be proficient with Microsoft Office Suite or related software.
- Ability to create, interpret, and execute a budget.
- Ability to think strategically, analyze complex situations, and make appropriate recommendations.
- Ability to work on multiple projects simultaneously, work well under budgetary and time constraints, and meet deadlines.
- Ability to establish and maintain professional relationships with individuals of varying social and cultural backgrounds and with co-workers at all levels.

Physical Demands:

While performing the duties of this job, the employee routinely *sits, stands, walks, talks, and hears*. The employee regularly uses *manual dexterity and visual acuity to complete tasks*. The employee may *occasionally lift and/or move up to 25 pounds*.

Work Environment:

Work is performed in a professional office environment with moderate noise level, occasionally working under stressful conditions and for extended periods of time. This position routinely uses standard office equipment such as computers, phones, and photocopiers. Evening, holiday, and weekend work outside of normal business hours may be required as well as travel and attendance at meetings.

Each and every county position requires the following professional skills and abilities as key and necessary elements of performance. Employees are required to:

- Demonstrate regular and reliable attendance;
- Work well with others and participate fully in a team oriented environment;
- Interface with other employees and customers in a courteous and respectful manner;

- Project positive support of their department and all county organizations at all times; and,
- Maintain and enhance the county’s commitment to customer service excellence.

Approvals:

Department Director: _____ Date: _____
(signature)

Human Resources Manager: _____ Date: _____
(signature)

Created: 6/24/2022

Reviewed:

Revised: