



Job Title: Social Media & Content Specialist

Reports to: Vice President of Marketing and Communication

Do you enjoy making connections that count? We're looking for someone passionate about digital communications who can take the initiative to creatively promote our work and our members. The ideal candidate is a creative digital native, savvy and in-the-know about what's happening among our members and partner organizations and willing to help us boost engagement through innovative content and community management. Join our team and enjoy a flexible, forward-thinking environment with the ability to work a hybrid schedule.

Essential Functions: The ideal candidate will play a vital role with the Chamber marketing team by creating compelling written, graphic, video, and photo content to share across social media channels, web, and email. This position will work collaboratively to achieve the Chamber goals, as well as support [Chamber WorkStream](#) partners.

Responsible for day-to-day content and social deliverables for the organization's programs, events, and partnership efforts, this position will:

- Create high-quality content for multi-platform storytelling
- Attend events and activities, collaborating with stakeholders to generate content
- Create effective and engaging email marketing campaigns, utilizing reporting tools to monitor the success and adjust based on performance
- Analyze trends and assess data to help drive future content and engagement
- Manage podcast content and distribution (PodBean, Spotify, Google Podcast, Apple Podcast)
- Stay current with social media, content marketing and Chamber best practices and trends
- Assist with maintaining Chamber website

Knowledge, Skills, Abilities:

- Excellent copywriting, proofreading and editing skills, especially in developing highly creative social content
- Expertise and proven work experience in digital marketing with proficiency in marketing automation technology (Hootsuite, TweetDeck)
- Experience in graphic design tools (Canva, InDesign), digital photography and video editing for social media
- Proficiency in MS Office, Constant Contact, WordPress, and Squarespace
- Strong organizational and project management with attention to detail
- Analytical, data-driven thinking with experience identifying target audiences and building digital campaigns that engage, inform and motivate
- Ability to set/meet deadlines in fast-paced environment and manage multiple projects with limited supervision
- Working knowledge of latest trends and best practices in online marketing and measurement
- Demonstrate personal integrity and sense of responsibility along with a positive work attitude
- Proven ability to work effectively in a team setting with a commitment to customer service
- Experience in SEO/SEM, Google Ads, marketing databases, email/social media ad campaigns
- Minimum of three years of professional work experience in social media community management, strategy and content development across multiple channels, including but not limited to Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube

The St. Paul Area Chamber is dedicated to diversity in the workplace and our policy is to provide equal employment opportunities to all qualified persons without regard to race, age, color, sex, religion, national origin, disability, veteran status, sexual orientation, gender identity and/or expression or other status protected by law.