

Do you enjoy making connections that count? We are seeking a motivated Social Media Specialist to effectively promote our work and engage with our members and community. Our objective is to achieve exceptional customer engagement, drive website traffic, and increase attendance and investment through strategic utilization of our social media marketing roadmap.

The ideal candidate will play a key role with the Chamber marketing team and should possess a comprehensive understanding of various social media platforms and how to optimize content for maximum engagement. As a representative of our brand, you will actively participate in our events, meet, and engage with our members and promote our work. Your expertise in social media marketing will be essential in achieving our goals and establishing strong brand connections. This position will work collaboratively to achieve the Chamber goals, as well as support Chamber WorkStream partners. Join our team and enjoy a flexible, forward-thinking environment with the ability to work a hybrid schedule.

Responsibilities

- Build and execute social media strategy through high-quality content for multi-platform storytelling, messaging and audience identification
- Attend events to feature on social media channels to help generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and engages members
- Set up and optimize company pages to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars
- Continuously improve by capturing and analyzing social data/metrics, insights and best practices
- Collaborate with Chamber team to manage reputation, generate content and coordinate action
- Stay current with social media, content marketing and Chamber best practices and trends
- Maintain Chamber website

Knowledge, Skills, Abilities:

- Proven working experience in social media marketing or as a Digital Media Specialist
- Excellent writing, proofreading, editing (photo/video/text), presentation and communication skills
- High level of creativity and experience in graphic design tools (Canva, InDesign)
- Experience in event photography and reels for social media content
- Proficiency in MS Office, Constant Contact, WordPress, and SquareSpace
- Ability to work under tight deadlines in a fast-paced, collaborative environment
- 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 superior customer service
- Demonstrable experience in SEO/SEM, marketing database, email, social media advertising campaigns Google Adwords campaigns a plus

- 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, and YouTube

Salary range: \$45,000 - \$55,000 based on experience.

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.