



## **Social Media Manager Role Description**

### **Remote / 1.5 Days a Week / Volunteer / 3 Month Position.**

The social media (S.M) manager is a part time voluntary role and carried out remotely. It is approximately 12 hours a week over a 6 month period. The role would work closely with the social media assistant on the ground in Sefrou and SMMs director. A vital element to the role is to build a suit of training videos that enable both the assistant's role and that of the SM manager to be sustainable and succeeded. A training program, succession plan and SM report is to be continually developed and delivered at a tri-monthly social media meeting.

The Social Media Manager will administer the SMMs social media marketing. Administration includes but is not limited to:

- Deliberate planning, strategy and goal setting
- Development of brand identity, awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic

The Social Media Manager is a highly motivated, creative individual with experience and a passion for connecting with current and future SMM visitors an supporting community. That passion comes through as she/he engages with community member, with the ultimate goal of:

- Turning fans into SMM visitors, be that virtual or on the ground.
- Turning visitors into advocates and supporters.

An essential component is communicating SMMs brand and message in a positive, authentic way that will attract today's modern, discerning, hyper-connected SM users.

## **Content management duties include:**

- Administrate the creation and publishing of relevant, original, high-quality content (for all channels and ads) Instagram, Facebook and YouTube
- Create a regular publishing schedule and promote content.
- Leverage the right tools to manage content. (Later.com)
- Implement a content editorial calendar to train for content and plan planning and timely campaigns.
- Integrate all channels of marketing (social media and blog)
- Manage or oversee all social advertising campaigns.

## **Responsibilities of the Social Media Manager**

The first responsibility of a Social Media Manager (or a social media management team) is to develop and implement a **social media marketing plan**. The marketing plan will include the following components and should be reviewed no less than every 90 days.

## **Essential Duties of the Social Media Manager**

Manage social media marketing campaigns and activities including:

- Develop relevant content topics to reach the company's target audience.
  - Train for the creation, curation, and management of all published content (images, video, written and audio/podcast).
  - Work closely with SM assistant and translators.
  - Design, create and manage promotions and social ad campaigns.
  - Analyze key metrics and tweak strategy as needed.
  - Compile reports for team.
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- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
  - Develop organizational elements in order to implement a proactive process for capturing a happy, loyal audience- online reviews.
  - Monitor trends in social media tools, applications, channels, design and strategy.
  - Identify threats and opportunities in user-generated content surrounding the Museum. Report notable threats to appropriate management.
  - Analyze campaigns to revise social media, content marketing, SEO.
  - Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns.

## Social Media Manager Qualifications and Experience

- Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development.
  
- Exhibits the ability to jump from the creative side of marketing to analytical side.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Instagram, YouTube, and Blog etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the SMMs message and field.
- Displays ability to effectively communicate information and ideas in written, audio and video format.
- 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).
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research.
- Demonstrates Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

### Working structure/ schedule

- Part time – Approximately 12 hours a week with no structured timetable.
- Benefits- The candidate can work independently, from home or whilst travelling. Working for a constantly developing non-for-profit organization that believes in its mission, social impact and the development and care of its team.
- A period of 3 months is asked for the initial commitment.
- Reassessment would be carried out after 6 months.

### To Apply:

Send an email of intention and an up-to-date C.V. to Jess at [info@sefroumuseum.org](mailto:info@sefroumuseum.org)