



Social Media Manager

Location: Philadelphia Office (Conshohocken, PA)

PT/FT Status: Full-time

About the Position:

The NBOME seeks a Social Media Manager to manage end-to-end social media strategy, develop high-impact campaigns to drive engagement with original written and visual content, engage influencers and manage interaction with broader social media community with special attention to measuring campaign performance.

Responsibilities:

- Research. Develop strong understanding of target markets, affiliate organizations and competitors, and use this information to help shape social media content strategy for all relevant channels.
- Identify. Collaborate with internal and external stakeholders, stay abreast of special events, conferences, meetings, industry trends, and strategic organizational platforms that can be leveraged into high-impact social media campaigns.
- Plan and Pitch. Develop thoughtful, comprehensive campaign proposals with special thought to target audience, key messaging, rollout timelines, right-channel-for-right-message, and compelling visuals.
- Design and Execute. From end-to-end, drive all elements related to campaign development and execution – including copywriting, creative/visual design, and execution of posts. May engage outside vendors and contributors for larger campaigns.
- Monitor and Analyze. Proactively gather and analyze available data, craft post-campaign reporting on all initiatives. Based on accumulated campaign performance data, marketplace trends, and benchmarking metrics, recommend ideas for future campaign initiatives.
- Train and Educate. Provide on-going social media training and regular profile audits for executives and related groups looking to enhance their brand as it relates to promoting NBOME to their networks

Qualifications:

- Bachelor's degree in Business, English, Journalism, PR, Marketing, or related Communications field
- 5-7 years of related social media marketing experience in a professional or academic environment
- Knowledge and understanding of social media channels - Twitter, FB, LinkedIn, Instagram and YouTube
- Knowledge of social media platform tools; Sprout Social or Hootsuite is a plus
- Understanding of social media strategy and tactics, including strategic use of hashtags and handles
- Proficient in Microsoft Office, including Word, Excel, and PowerPoint
- Knowledge of Adobe Suite, including InDesign, Photoshop, Illustrator is a plus
- Experience developing a social media strategy as part of a broader marketing and communications plan
- Proven ability to increase / grow social media audience
- Understanding of graphic design principles
- Experience analyzing campaign metrics and developing reporting to measure campaign success
- Ability to multi-task and be detail-oriented in a fast-paced environment and manage multiple projects
- Ability to work independently as well as part of a team
- Excellent written, verbal and interpersonal communication skills plus analytical and proofreading skills

To Apply:

Please submit resume and letter of interest summarizing your qualifications to Human Resources by email at HRAdmin@nbome.org.

The NBOME is an equal opportunity employer. All applicants must be **legally eligible to work in the United States. NBOME is an E-Verify participant.**