

## Social Media Management Specialist – Community First Health Plans (Community First)

Job Class: 2175 Created: 04/21 Updated: 09/30/2024

### POSITION SUMMARY/RESPONSIBILITIES

As a member of the Digital Marketing team in the Corporate Communications & Experience Department, coordinates the planning, development, implementation, and evaluation of strategic social media content based on target audience behavior and current trends. Tracks social media performance and optimizes strategic approaches to increase audience engagement and following. Works with the Digital Marketing Manager to curate content for social marketing and other digital platforms in support of business objectives and strategic goals. Collaborates with Creative Services Team to develop social media campaigns that support external department programs and business efforts.

### FUNCTIONS/BEHAVIORS

1. Initiates the planning, writing, implementation, and evaluation of monthly social media content including the coordination of copy, creative, and the implementation of best practices and trends. Works with teams to provide creative direction, timelines, and overall timely turnaround of the content calendar. (E, 35%)
2. Leads the curation of creative video content that aligns with current social algorithms, increases audience engagement, and grows social media following across all accounts. (E, 15%)
3. Stays abreast of marketing campaigns, program marketing, events, and other business efforts and strategizes effective social media content and/or campaigns to support. (E, 15%)
4. Conducts analysis and measurement of social media content, performance, and campaigns; provides key findings, best practices and actionable recommendations. (E, 10%)
5. Writes, edits, and publishes copy for a variety of digital platforms for assigned projects with external collaborators including blogs, landing pages, portals, apps, video, and social media accounts; ensures compliance with brand. (E, 10%)
6. Works with external departments and promotional vendors to coordinate and provide direction on social media campaigns, collaborations, marketing activities/projects including message development, audience identification, copywriting, design, special events management, and campaign evaluation. (E, 10%)
7. Performs other related duties associated with the functions of the Corporate Communications & Experience Department. (M, 5%)
8. **Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)**

9. **Appropriately adapts work and customer assistance methods to accommodate the unique physical, psychosocial, cultural, age-specific and other developmental needs of customers served by the department. (E)**
10. **Supports University Health System mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)**

#### **SUPERVISION**

Direct supervision is received from the Manager of Digital Marketing of Corporate Communications and Experience.

#### **EDUCATION/EXPERIENCE**

Bachelor's degree in communications, marketing, journalism, public relations or related field or completion of digital marketing technical certifications is required. Five years of marketing, communications, or social media management experience is required. Ability to work independently and as part of a team; handle multiple projects and effectively manage and set priorities is required. Strong analytical skills, planning skills, and grammar are required. Video producing and content development experience is preferred. AP Style writing is preferred. Experience in the following platforms a plus: HootSuite, Bitly, and Monday.com.

#### **ACCURACY**

Must be able to assess effective communications mechanisms for all audiences. Accuracy of the information provided to various audiences is critical. Utilizes excellent writing skills, spelling and grammar in written communications. Must follow marketing guidelines to ensure Community First is in compliance with regulatory agencies.

#### **EQUIPMENT**

Must be proficient in use of IBM hardware, Microsoft Office package, Adobe Create Suite, and various social media platforms and tools. Should be familiar with Internet functions. Demonstrates familiarity of software packages for graphic design, including InDesign, Photoshop, Canva, and Illustrator. Must be able to take basic research information and design creative informational campaigns to promote multiple programs and campaigns of Community First Health Plans and its community initiatives.

#### **WORKING CONDITIONS**

Works in a typical office environment. Subject to frequent interruptions, deadlines and decisions. May be required to work irregular hours, including assisting with special events and responding to after-hours emergency situations. Occasional travel may be required.

#### **OTHER**

Must use mature judgment and discretion in interactions with members, providers and colleagues. Must also successfully complete the pre-employment/post job offer health screening examination, and the annual screening, each year thereafter, as an employee.

#### **HOW TO APPLY**

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources. [Click here](#) to apply for this job.