



## **Digital Content and Social Media Manager (DCSMM)**

The Pride Center of Maryland's (PCOM's) vision is "To co-create a society where diverse sexual and gender minorities (SGM), including LGBTQ and SGL (same-gender-loving) people are affirmed without barriers to well-being, the ability to thrive, self-love, cultural affirmation, and social justice." [www.pridecentermd.org](http://www.pridecentermd.org)

### **Position Description:**

Reporting to the CEO, the Digital Content and Social Media Manager (DCSMM) will play a key role managing our corporate social media accounts and developing plans to evolve the accounts

related to content, engagement and performance. The DCSMM will also play a key role in content marketing campaigns, as well as initiatives for social media and our corporate internal employee intranet. Working in tandem with the digital marketing and communications team and the wider corporate marketing team, this individual will generate ideas and plans and bring those plans to life on various initiatives on both external and internal platforms, including social media and our company's internal intranet.

### **Responsibilities:**

#### **Social Media Management**

- This DCSMM position leads and manages all social media accounts, including managing and preparing the social media calendar in advance, gathering and generating strategic content and working with internal and external partners on content and approvals.
- The individual will plan and coordinate our advertising campaigns with our vendor and work to ensure our advertising budget is adequately used. Reviewing performance and analytics is important and putting forward ideas to improve.
- The individual will monitor all social platforms, interactions, and engagement to ensure PCOM communicates high-quality content and adheres to brand guidelines.
- Frequent collaboration with our program and events team to support and guide their social media effort. Training and educating team members will play a part in building our performance overall, and the manager will organize and facilitate training programs and build our social community internally.

- The role involves managing our social media vendor relationship and their work to improve overall messaging and performance, and developing annual plans and working with PCOM team members to refine the plan against overall goals and is ultimately responsible for implementation.

### **Internal Intranet Site Content Management and Administration**

- The DCSMM will work closely with the communications team to manage PCOM news and communications.
- Duties also include monitoring news feeds for news that should be shared with all staff.
- To manage the news, the individual will put forward news items to be included in the weekly all staff email and work with the Communications team to ensure the relevant information is shared.

### **Training**

- The role involves organizing and facilitating training to program managers, outreach and other relevant staff on content, related processes, social media and the intranet.

### **Project Management / Campaign Implementation**

- The ability to manage multiple projects and campaigns is very important in this role. The individual will manage external campaigns and be responsible for brainstorming and implementation.
- The role will include developing key communications plans for various initiatives, including national days and months of significance (e.g., Juneteenth, National Coming Out Day), sustainability, wellness, and working with internal clients on key health promotion and cultural affirmation campaigns.
- The individual will be expected to implement plans and report back on performance and key learnings.

### **Brand Support – Copywriting and Editing**

- Good writing skills are essential for this role. This position will draft dynamic copy, provide support / tailor content for the company's intranet site and social media platforms. This individual will also assist the writing team in editing content provided by marketing and technical staff for use on internal and external channels.

### **Collaboration/Brainstorming**

- This individual will embrace a collaborative work environment, regularly meeting with the CEO, program managers and Communication leads to establish weekly priorities, assignments and progress toward long-term goals.
- As situations require, the individual will regularly meet with the larger team to discuss specific initiatives and contribute to brainstorm sessions for story and promotional campaign development and content marketing strategies.

### **PCOM Team Engagement**

- Contributing to the people-driven culture of the organization, this individual will assist the larger goals of the Communications team in identifying and occasionally engaging construction experts to become involved with promotional and key initiatives and develop communications plans for them for either internal or external viewership or both. (Other examples include training sessions and community mobilization opportunities).

### **Graphic Skills**

- Contributing to the digital communication posts – for website, social media, and the intranet, this position requires a certain level of graphic capability in the following programs: illustrator, PowerPoint, InDesign, and Photoshop.

### **Position Requirements**

#### **Education/Experience:**

- Post-Secondary degree in marketing, communications, public relations or, English
- 5+ years' experience working in a marketing, social media related role with 3 years' experience in managing social media channels, projects and initiatives.
- 3 years' experience working with internal communications and managing or playing a key role in company intranet.
- Preferred internships within a marketing communications, public relations, or journalism-driven role

#### **Other Requirements:**

- Outstanding communication skills with the ability to communicate and collaborate (written and verbally) with an array of internal clients from different areas of expertise and levels within the organization and external vendors.
- Outstanding organization and time management skills.

- Detail-oriented and organized, with exceptional prioritization skills.
- Ability to effectively balance multiple priorities and projects.
- Fundamental understanding of the social media space and keep up to date with changing updates, news etc.
- A good insight of internal communications and team engagement.
- Be a team player with the ability to work effectively within a group as well as be independently motivated and work on your own initiative.
- A level of web development/technical experience on websites and intranets.
- Experience using Microsoft office, social media accounts and corporate intranet content management systems.

**Compensation range:**

Contractor equivalent to \$55,000- \$78,000 flexible depending on years of experience

**How to Apply:**

Interested candidates are encouraged to submit their resume, a cover letter, and proof of state licensure showing their qualifications and passion for sexual health, and three professional references to Evans Cooper at [evans@pridecentermd.org](mailto:evans@pridecentermd.org).

**Application Deadline:**

Oct 31, 2023

**Equal Opportunity Employer:**

The Pride Center of Maryland is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and patients regardless of race, ethnicity, sex, gender, sexual orientation, and or disability.