
Job Title	Social Media Specialist Part Time
PVN ID	KB-2107-004126
Category	Information Technology
Location	KINGSBOROUGH C. C.
Department	Child Care
Status	Part Time
Hourly Rate	\$25.00-\$35.00
Hour(s) a Week	7.00-9.00
Closing Date	Sep 29, 2021 (Or Until Filled)

General Description

Create digital content related to the Child Development Center's programs for posting on the website, social media, and through e-mail campaigns and other channels to drive brand awareness and engagement.

Ability to monitor and respond to online activity across social media platforms such as Facebook, Instagram, Pinterest. Class DOJO, College Website e.g. replying to comments from subscribers or liking tagged photos, and coordinating with Child Development Center Staff to determine how to market the Center and its programs or services.

Ability to develop and implement a Child Development Center social media strategy and work with supervisor

Encourage greater social media participation

Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Interact with Teachers and Admin Staff by developing online materials and flyers

Assist with ensuring a consistent look and feel across websites, social media outlets, applications

Help out as needed by performing other related duties which may be required from time to time.

Other Duties

Qualifications

Minumum 2 years in the field of social or digital media

Proven working experience in social media marketing or as a Digital Media Specialist

Excellent consulting, writing, editing (photo/video/text), presentation and communication skills

Knowledge of online marketing and good understanding of major marketing channels

Positive attitude, detail and customer oriented with good multitasking and organizational ability

Experience conducting and monitoring online surveys