

Role Social Media Manager

Reports to VP, Social Media

Description/Summary

Are you tech-savvy and passionate about Social Media? This is an opportunity for you to demonstrate your creativity and to help promote the Project Management profession.

The Social Media Manager is a key role within the PMI-CTT Chapter's digital marketing team to create and maintain a strong online presence for our Chapter. The Social Media Coordinator reports to the VP of Social Media, and works in collaboration with the Content Managers and the Chapter's leadership team to manage social media marketing campaigns while adhering to the Chapter's social media playbook and Social Media Governance Policy as well as day-to-day activities.

Deliverables

- Maintain current social media channels: LinkedIn, Facebook and Twitter.
- Explore new social media platforms; Instagram, Tiktok, etc
- Initiate, plan and execute new social media campaigns

Duties

Day to day activities:

- Monitor social media and review platforms for industry trends, audience sentiment and engagement opportunities with PMI-CTT members
- Monitor social media on a regular basis
- Provide excellent and timely customer service by responding to comments, direct messages and customer service inquiries quickly, professionally and with poise and tact
- Develop, execute and analyze social media campaigns for product launches and other events
- Plan, schedule and create social media copy that maintains a consistent on-brand style and voice, optimized for business goals. Content includes but may not be limited to Instagram, Facebook, Twitter, LinkedIn, TikTok and potentially other corporate social media properties
- Assess interaction and engagement on each platform, review monthly reporting on analytics and develop action plans where necessary
- Ensure accuracy of facts, grammar, and spelling in all content
- Maintain best practices and stay current and informed with industry innovations that may benefit the brand
- Assist in creating and curating social media content including, but not limited to, images, video, live broadcasts and graphics
- Attend events which may be outside of regular office hours to create social media content which may or may not be posted live

Experience

- Digital marketing and social media experience – 2 years minimum
- Creating written and visual online content – 1 year minimum
- Online advertising or social media advertising – 1 year minimum

Education and Training

- College Diploma or University degree in English, Marketing, Communications or Journalism, or an equivalent combination of training and related experience

Desired Skill Sets

- Graphic design experience an asset
- On-camera experience is an asset
- Intermediate-Advanced knowledge of Microsoft Office (Outlook, Word, Powerpoint, Excel)
- Intermediate-Advanced knowledge in business applications of Social Media Networks: Instagram, Facebook, Twitter, LinkedIn, TikTok
- Impeccable written and oral English skills
- Exceptional Customer service skills

PMI CTT Membership Required (Yes/No) No

Time Commitment

- The volunteer commitment is for a 1-year period
- 10-15 hours per month
- Able to respond to emails and Social Media Actions normally within a day

PDU's awarded (As per PMI Standards)

Other Recognition/Benefits

- Gain/enhance Social Media and marketing management skills
- Extensive networking opportunities with Project/Program/Portfolio Management professionals
- Maintain PMI credentials by earning PDUs
- Communication and facilitation experience gained
- Lead to other leadership roles within the PMI-CTT Chapter