

Social Media Manager

Location:	Baltimore, Maryland
Department:	Marketing and Communications
Posted:	09/26/2024
Location Name:	Baltimore
Wage Max:	102,400.00
Wage Min:	82,000.00
Position Type:	Full Time

Position Title: Social Media Manager

Reports to: Vice President of Marketing and Communications

SCI Summary: SCI supports people with disabilities, behavioral challenges, medically complex needs, transitioning youth, the elderly, and other populations using Maryland Department of Health's Targeted Case Management and Supports Planning work models as well as a concierge level geriatric care management and care partner model.

Position Summary: The Social Media Manager will develop and lead social media content development and campaigns that position Service Coordination Inc. (SCI) organization as a leader in case management services with fresh and innovative tactics that increase awareness of SCI and Montcordia impact, drive website traffic, and intake conversions across multiple channels. You'll report to the Vice President of Marketing and Communications and work closely with the Marketing and Communications team to promote storytelling, elevate the SCI brand, and create a thriving online community.

SCI Team Member Expectations: All SCI team members are expected to: Ensure services provided follow the organization's mission statement, core operating values and policies and procedures. follow HIPAA, confidentiality and security procedures and principles; collaborate with peers, leadership, and support areas of the organization; actively participate in and contribute to leadership and other staff meetings and trainings; maintains compliance with federal, state, and local employment laws and regulations; follow self-direction and person-centered planning procedures and philosophy; and to foster a culture that values diversity.

Essential Duties:

- Lead, execute, and scale organic social campaigns across LinkedIn, Twitter, Facebook, and future YouTube and Instagram pages.
- In collaboration with the Vice President of Marketing and Communications, refine the annual social media content strategy and monthly calendars that support community impact, thought leadership, brand, and company culture.
- Oversee day-to-day posting cadences for all social media channels, focusing on data-driven optimization and online engagement.
- Develop and socialize social media standards and best practices.
- Perform as an experienced social media strategist with excellent verbal and written communication skills and project planning abilities, is team-oriented, and can adapt and respond well to change.
- Execute social media strategies that elevate SCI's brand identity and objectives by informing our community and driving audience engagement and positive sentiment.
- Track, evaluate, and interpret weekly and monthly performance analytics to refine social strategies and engagement.
- Closely monitor social media trends, hashtags, and conversations to identify opportunities for storytelling, content creation, and real-time engagement.
- Responsible for community management, including interacting with followers by replying to comments and messages to strengthen brand loyalty and promote brand advocacy.
- Collaborate across multiple departments, including marketing, public relations, people and culture, advocacy, and other internal teams, to enhance the reach and impact of our social media initiatives and campaigns.
- Stay up to date with industry trends, emerging social media platforms, and best practices to continuously innovate and improve our social media presence.

Supervisory Duties:

- N/A

Education Required:

- Bachelor's Degree

Experience Required:

- 4+ years of experience in leading and executing paid and organic social campaigns.
- Expertise in MetaAds Manager or other social platform Ads Managers is a plus.
- Knowledge and passion for social media marketing trends and best practices.
- Experience developing social media SOPs/process documentation.
- Excellent writing, editing, presentation, and communication skills.
- Excellent project management skills and ability to spin multiple plates concurrently.
- Detail-oriented, highly organized, creative, and self-starter mindset.
- Experience with Meltwater, Sprout Social, or other social media scheduling platforms.
- Ability to exhibit strong interpersonal skills and build relationships at all organizational levels.

SCI Value Related Competencies:

- **People Come First** (Customer Focus): Thinks and acts with people we support in mind when making decisions. Dedicated to meeting the expectations and requirements of internal and external shareholders, uses information and feedback to improve services.
- **Building Relationships and Connections:** Interpersonal savvy. Relates to all kinds of people. Builds appropriate rapport, uses diplomacy and tact, diffuses high-tension situations comfortably. Establishes and maintains meaningful connections within the community and the organization (internal and external stakeholders)
- **Education** (Informing Others): Quickly finds common ground to solve problems. Is seen as a cooperative team player. Provides coaching and mentoring to team members. Consistent communicator, provides team members with the tools they need to perform their jobs in a timely manner. Explores all available options to make the best decision for internal and external holders
- **Diversity:** Values, appreciates and honors the ways in which cultural differences can create value in organizations. Is service oriented: Demonstrates a commitment to the philosophies for services and the goal of independence for the people we serve. Raises awareness in communities to appreciate the similarities and unique gifts of each person. Interacts with all kinds of team members equitably, deals effectively with all races, nationalities, cultures, disabilities, ages, and genders, supports equal and fair treatment and opportunity for all.
- **Driving Solutions** (Perseverance): Pursues all initiatives with energy, drive, and the goal to succeed.

Job-Specific Competencies:

- **Action Oriented:** Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm
- **Balances Stakeholders:** Anticipating and balancing the needs of multiple stakeholders
- **Being Resilient:** Rebounding from setbacks and adversity when facing difficult situations
- **Builds Networks:** Effectively building formal and informal relationship networks inside and outside the organization
- **Business Insight:** Applying knowledge of business and the marketplace to advance the organization's goals
- **Communicates Effectively:** Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
- **Collaborates:** Building partnerships and working collaboratively with others to meet shared objectives
- **Demonstrates Self-Awareness:** Using a combination of feedback and reflection to gain productive insight into personal strengths and weaknesses
- **Drives Results:** Consistently achieving results, even under tough circumstances

- Interpersonal Savvy: Relating openly and comfortably with diverse groups of people
- Organizational Savvy: Maneuvering comfortably through complex policy, process, and people-related organizational dynamics
- Resourcefulness: Securing and deploying resources effectively and efficiently
- Strategic Mindset: Seeing ahead to future possibilities and translating them into breakthrough strategies
- Persuades: Using compelling arguments to gain the support and commitment of others
- Plans and Aligns: Planning and prioritizing work to meet commitments aligned with organizational goals

Physical Demands: Generally, presents standard office environment. Must be able to remain in a stationary position >95% of the time. Continually operates a computer, keyboard and mouse, and other office productivity machinery, such as a calculator, copy machine, printer, and mobile Smartphone device. Constantly positions self to comfortably maintain computer equipment. May occasionally be required to move about in an office setting or position office equipment weighing between 10-25 pounds. Vision abilities required by this job include close vision. Ability to operate a motor vehicle. The person in this position frequently communicates with other people. Must be able to exchange accurate information in these situations.

IT Roles must be able to position self to maintain computers and equipment, including under desks and in server room(s). Frequently moves equipment weighing up to 50 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job. This job description is subject to change at any time.

*SCI does not sponsor for immigration, including for H1B, TN, and other non-immigrant visas, for this role.

Disclaimer: The recruitment process is approved by Service Coordination Inc.'s (SCI) Recruitment Committee and subject to change based on business needs.

In recognition of the continuing COVID-19 pandemic, SCI and Montcordia are committed to maintaining a safe and healthy workplace. Because of this, SCI is requiring all new hires to be fully vaccinated. New hires will be required to provide proof of vaccination status as part of the on-boarding process. SCI provides reasonable accommodations, absent undue hardship, for medical reasons under ADA and for employees with sincerely held religious beliefs, observances, or practices that conflict with getting vaccinated. You may request reasonable accommodation or other exemption to Sonji Ashford at sashford@sc-inc.org.

SCI and Montcordia are equal opportunity employers and committed to the full inclusion of all qualified individuals. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, hair texture or protected hairstyle, veteran status, or genetic information. SCI and Montcordia are also committed to providing equal opportunity and access to individuals with disabilities by ensuring reasonable accommodations are provided to participants in the job application or interview process. To request a reasonable accommodation, contact Kathryn Eckert at kathryn.eckert@sc-inc.org or 410-218-5581.

SCI and Montcordia are committed to fostering a safe and productive workplace for all Team Members and individuals engaged in business with the organization. As such, all positions require the completion and passing of a 9-Panel Drug Screening within 48 hours after accepting an offer of employment. A 9-Panel Drug Screening tests for illegal drugs within the State of Maryland.

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