



## **POSITION DESCRIPTION**

**TITLE:** **SOCIAL MEDIA MANAGER**

**REPORTS TO:** **Chief Operating Officer**

**DESCRIPTION:**

The Social Media Manager fills a key role in developing, growing, and managing the association's social media channels. The Social Media Manager will work with all departments to assist with social media marketing of events and increase traffic and growth across all social channels by generating written and visual content that enables the association to communicate to its members timely and relevant content that will keep them informed on industry trends and news; and increase engagement.

**SPECIFIC RESPONSIBILITIES**

1. Solicit, research, write, and edit content for the weekly eNewsletter "The Arizona REALTOR® Voice."
2. Plan, develop, and manage the association's social media campaigns across multiple platforms.
3. Use social media marketing tools, such as Hootsuite, to plan and implement social media campaigns and posts to maintain a consistent, coordinated system of content management across all platforms.
4. Create compelling content or have content developed for the association's social media channels.
5. Proactively identify and make recommendations on improving content and increasing social media engagement.
6. Increase and maintain engagement with members using the association's social media channels.
7. Establish relationships with industry social media influencers to develop a strong network of ambassadors.
8. Monitor, analyze, and prepare monthly reports on all communication activities.

9. Research industry trends that may impact the association and its members; ensure that content is relevant and appealing and utilize appropriate communication methods to inform and assist members about those trends.
10. Investigate and implement communication methods to increase the effectiveness of Arizona REALTORS® member outreach efforts.
11. Maintain website content (including a basic understanding of HTML coding).
12. Review, on an ongoing basis, best practices in website navigation, search, and user interface; and work to integrate these practices into [www.aaronline.com](http://www.aaronline.com).
13. Implement member communications that reinforce the state association's value proposition.
14. Represent Arizona REALTORS® at industry events (limited travel required).
15. Communicate effectively with staff and leadership on communications efforts.
16. Assist with other activities as required by the Chief Operating Officer and the CEO.
17. Produce and solicit video content to raise awareness of specific Arizona REALTORS® activities, benefits, programs, and news.

#### **SKILLS AND QUALIFICATIONS:**

Minimum skills and qualifications required:

- Minimum 3 years of experience as a social media manager or a similar role
- Experience with creating social media strategies
- Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.
- Excellent verbal and written communication skills
- Craft engaging content
- Organized and able to manage multiple projects effectively
- Strong interpersonal and social skills
- Working knowledge of WordPress

#### **PREFERRED QUALIFICATIONS:**

- Degree in marketing, digital marketing, internet marketing, or related field
- Prior experience as a content manager.

#### **CONTACT:**

To apply for this position, send an email and your resume to [christinasmalls@aaronline.com](mailto:christinasmalls@aaronline.com)