



Social Media Manager

Statement of Duties

The Social Media Manager will manage a variety of tasks related to social media strategies, content creation, community engagement, and reporting for all Rhode Island Commerce social channels. This role involves overseeing social media calendars, developing key performance indicators, and crafting optimized content for each social platform. The candidate will collaborate with PR teams and creatives to deliver high-quality, curated content while staying up to date on social media best practices and emerging trends.

Position Functions

The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The specific omission of specific statements of duties does not preclude them from the position if work is similar, related, or a logical assignment to the position.

Essential Functions

Strategic Initiatives

- Create and manage social media strategies.
- Manage and oversee social media content calendars.
- Develop and report on social KPIs.
- Create meaningful content optimized for each social platform using graphics, video, copy, photography, etc.
- Lead social media trend reports and continued learning.
- Utilize social media tracking platforms to monitor and evaluate social media presence and performance, and report results to the Creative Director.
- Collaborate with PR teams, creative departments, agencies, and our partners to deliver curated content.
- Integrate influencer content into social media strategies.
- Monitor, moderate, and engage with fans across various social media channels to increase follower counts, consumer engagement, and excitement around specific brands.
- Lead the execution of creative social campaigns that create noise beyond owned channels.
- Employ social listening techniques—competitor and category analysis.

Marketing Coordination

- Coordinate administrative and project support.
- Prepare reports on monthly expenses, track marketing accruals, and manage vendor payments and invoices.
- Assist in presentation development, meeting preparation, and special project assignments.
- Participate in cross-departmental responsibilities and committee meetings.

- Ensure multi-tasking and support for fast-paced projects.

Key Competencies

- Strong conceptual ability, balancing tangible and abstract matters.
- Excellent project management, organizational skills, and attention to detail.
- Ability to manage multiple competing priorities in a dynamic work environment.
- Knowledgeable with social media platforms such as Instagram, TikTok, Facebook, YouTube, Twitter, and Pinterest.
- Strong writing and communication skills.

Qualifications

- 2-3 years of social media marketing experience.
- Comprehensive knowledge of social media strategy, influencer relations, content creation, and analytics.
- A degree in a relevant field is required.

Rhode Island Commerce Corporation is an at-will employer; no employment contracts exist.

The Rhode Island Commerce Corporation (the 'Corporation') is an Equal Opportunity Employer. The Corporation does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided on the basis of qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics.

To be considered for this position, please apply at:

<https://secure.yourpayrollhr.com/ta/co8056.careers?ShowJob=654864964>