



# Music Institute of Chicago

<b>Position Title</b> Social Media Coordinator	<b>Manager's Position (Reports to)</b> Director of Marketing and Communications	
<b>Department</b> Marketing and Communications	<b>Location</b> Sherman/Central Administration	<b>Date Last Updated</b> 10/20/2021
<b>Full or Part Time</b> Part-time, 25 hours per week	<b>Exempt/Non-Exempt</b> Non-Exempt	<b>Staff or Faculty</b> Staff
<p><b>Main Responsibilities</b></p> <p>The Social Media Coordinator creates, edits, organizes, and deploys communication across multiple media platforms, including Instagram, Facebook, email outreach, and the MIC website. The position develops and maintains a social media activity calendar, collects, and edits content, and deploys the content in support of institutional fundraising, alumni relations, student recruitment, and community engagement goals, and is charged with increasing audience size and level of engagement across all social media platforms. The position also tracks and reports social media performance metrics to ensure the efficient utilization of each platform. This position reports to the Director of Marketing and Communications and works collaboratively in support of all areas of the organization within the framework of the priorities of the organization.</p>		
<b>Task Description</b>		<b>Time Component %</b>
1. Work with campaign leaders to create, collect, organize and edit content and optimize accompanying digital assets (photos, graphics, audio, video) for social media posts and other digital distribution channels.		25% (6.25 hours per week)
2. Posts and tag content across multiple platforms to increase engagement and maximize results. Ensure appropriate tone and style per each social media channel while maintaining consistent brand integrity.		20% (5 hours per week)
3. Identify and engage a robust network of industry professionals and social media influencers.		15% (3.75 hours per week)
4. Track social media metrics and prepare monthly analytics reports in comparison to specific engagement goals for each platform, and if necessary, make tactical adjustments.		15% (3.75 hours per week)
5. Develop and maintain a comprehensive content calendar across social media platforms.		10% (2.5 hours per week)
6. Monitor interactions across social media platforms and respond or redirect queries and contacts to campaign managers.		10% (2.5 hours per week)
7. Other duties as assigned		5% (1.25 hours per week)

**Qualifications**

**Required:**

- Bachelor’s degree in Digital Marketing, Communications, Marketing, Social Media, Public Relations, or comparable professional experience.
- Two or more years of relevant experience in social media coordination, content production, audience engagement, and analytics reporting
- Technical fluency across social media platforms including Facebook, Instagram, YouTube, TikTok, LinkedIn, and Twitter.
- Proficiency in photo, video, and copy editing for social media.
- Capacity to coordinate and execute a large volume of projects under deadline
- Excellent communication and writing skills

**Preferred:**

- Experience with Microsoft Office 365, and Adobe Photoshop and Premiere.
- Experience using social media planning and tracking software such as Buffer or HootSuite, Facebook Insights, Canva, Google Analytics, and Facebook Insights.
- Firm understanding of social media Key Performance Indicators (KPIs), and Search Engine Optimization (SEO).
- Experience with nonprofit, arts, or education sectors.

**Other Desirable Qualities**

- Flexible and adaptable style
- Entrepreneurial spirit
- A good sense of humor
- Detail-oriented

**COVID-19 Notice**

Effective September 1, 2021, all employees and visitors are required to wear a mask or face covering. In addition, all current and new employees are required to be fully vaccinated or follow CDC vaccination guidelines.

**Statement of Non-discrimination**

It is the policy of the Music Institute of Chicago to provide Equal Employment Opportunity to people in all aspects of employer/employee relations without discrimination because of race, color, religious creed, gender, sexual orientation, parental status, national origin, citizenship, ancestry, marital status, military discharge status, source of income, housing status, age or disability. This policy affects decisions regarding hiring, compensation, benefits, terms and conditions of employment, opportunities for promotion, training and development, transfer and other privileges of employment.