



## Social Media Manager

**Department / Classification:** Operations - Exempt

**Job Purpose:** *The Social Media Manager will fully develop KLC social media platforms and content to enhance the organization's reputation, reach existing and new audiences, and build enrollment to ensure KLC programmatic and operational goals are met.*

**Job Responsibilities:**

- Works with Program Staff, Director of Creative Technology, Vice-President and Managing Editor of "The Journal" to ensure a highly coordinated system is achieved between social media and other forms of external communications.
- Develop and execute an innovative social media strategy that builds brand awareness and drives a diverse KLC Program audience
- Pulling an analyzing performance data to maximize communications and program engagement
- Attuned to program content and delivery, participant learning and program evaluation data to positively position KLC within social media to enhance KLC brand and reinforce marketing of programs and events
- Works with Vice-President of Operations to increase Open Enrollment in Core Programs and book sales
- Works with President/CEO and Director of Creative Technology on marketing of current video-based productions as well as brainstorm new opportunities
- Keep team informed of social media-related industry best practices and identify and recommend new tools and platforms
- Works with Vice President of Operations to develop contracts with external communications professionals and helps monitor their performance.

**Professional Skills Required:**

- Proficient in technical aspects of social media platforms including, but not limited to, Facebook, Twitter, LinkedIn, Instagram and blogs
- Proven track record driving brand awareness and engagement by developing and implementing robust social media strategies
- Ability to collaboratively develop, implement and coordinate a dynamic social media strategy that brings a strong passion for our mission and excitement for KLC
- Experience using analytics and research to drive business and social media presence
- Excellent project management skills and the ability to prioritize work
- Ability to work collaboratively with multiple internal and external partners
- Creative communication and editing skills that enhance organizational messaging

- Ability to discern and distill subject matter to succinctly and accurately convey information to a variety of audiences via social media