



DIGITAL & SOCIAL MEDIA COORDINATOR POSITION DESCRIPTION

EFFECTIVE DATE: <u>January 4, 2022</u>	DIVISION: <u>Institutional Advancement</u>
FLSA CLASS: <u>Administrative Exempt</u>	DEPARTMENT: <u>Marketing</u>
FTE STATUS: <u>1.0 (Full-time)</u>	DRIVING CLASS: <u>Required</u>
REPORTS TO: <u>National Director of Strategic Initiatives & Marketing</u>	
SUPERVISES: <u>NA</u>	Location: <u>Detroit, MI</u>

GENERAL SUMMARY:

The Digital & Social Media Coordinator guides, coordinates, and creates the development and implementation of digital communications for America’s Automotive Trust (AAT), and its member entities. This position facilitates all aspects of all member entities’ digital marketing and communications, including social media, websites, eNewsletters, eblasts, and eMagazines), and requires collaboration with all entities and departments to ensure consistent positioning and tone of voice across all communications channels.

The Digital & Social Media Coordinator works under the general direction of the National Director of Strategic Initiatives & Marketing and requires the regular use of discretion and independent judgment to successfully execute job duties. Responsibilities include, but are not limited to: Creating and implementing social media strategies, plans, and content to grow our reach, awareness, engagement and revenue with target audiences, including following prospects, influencers, and car enthusiasts; Posting to social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube; Developing, managing, and communicating a comprehensive social media calendar; Creating, positioning, and editing content for the Trust entities’ websites through interdepartmental collaboration and coordination with the Graphic Design Coordinator and all member entities; Collecting content, building out, and distributing e-newsletters; Generating and tracking purchase orders; Working closely with other internal communicators to champion an effective mix of traditional and emerging communication tactics; Serving as an internal subject matter expert regarding emerging trends, strategies, tools and best practices in digital communications; Engaging key audiences through comprehensive integration of digital content for web, social, exhibitory, and events; Serving as an internal subject matter expert regarding emerging trends and best practices in digital communications; Researching and advising on digital media buys and ongoing trends; Developing digital pathways through existing communication channels to enhance target audiences understanding of all member entities’ offerings; Driving initiatives through digital media management; Coordinating all digital media activities in alignment with organizational objectives and goals; Advising on best way to create content (videos, virtual tours, behind the scenes, car stories, and more), to drive awareness, engagement, and membership; Tracking social media trends and a fully-integrated digital marketing strategy; Researching and implementing new social media tools; Managing social media accounts; and Supporting all member entities’ events.

Signature

Date

This position requires a keen attention to detail, and the ability to work independently under minimal supervision and general instructions to fulfill the responsibilities described herein. This is a remote access position.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Coordinate and collaborate with all departments to ensure consistency in all digital marketing initiatives and ensure its alignment with AAT and its member entities' philosophy and branding standards;
2. Provide oversight for digital marketing to ensure consistency in positioning and tone of voice;
3. Monitor performance of all member entities' websites by analyzing, reviewing, and reporting on metrics to determine the effectiveness to maximize reach and community engagement;
4. Research to remain current on new social media trends and best practices in order to implement social media campaigns to enhance community engagement, AAT and its member entities' visibility, and membership;
5. Oversee the maintenance of the websites and social media content to maintain current information and generate engagement with virtual visitors;
6. Establish and implement an innovative, sustainable digital media for all member entities.

MAJOR RESPONSIBILITIES:

1. Develop written communications and content for e-newsletters, ads, and email marketing communications;
2. Engage and communicate regularly on social media sites (i.e. Facebook, Twitter, Instagram, YouTube, and Flickr) using sound social media business content strategy, and manage online discussions by listening to users, reading posts, and responding in a timely manner to user needs and requests;
3. Develop AAT and its member entities' website content through interdepartmental collaboration;
4. Maintain a fresh web presence by executing timely page content modifications as aligned with website strategies, including the uploading of press releases and updating images, copy, blog posts, and event listings;
5. Ensure all newsletters, and e-blasts are consistent with branding standards, and that communications are accurate, timely, and appropriate for the target audience;
6. Execute ongoing marketing and communication plans for promotions and signature events using a variety of digital communications channels;
7. Provide support to all departments by developing digital media components and video content to meet project specific goals;
8. Act as counsel to internal stakeholders on appropriate tactics to accomplish departmental digital communication needs;
9. Grow AAT and its member entities' digital ad presence using Google AdWords Grants and monitors performance;

10. Manage a formal process for website updates and monitor performance of the websites by analyzing, reviewing, and reporting on metrics;
11. Perform research and statistical analysis regarding industry trends, advertising effectiveness, and measurement;
12. Collaborate with Graphic Design Coordinator to develop a plan for visual imagery for all digital communications, including websites and social media;
13. Develop strategies for all outgoing email campaigns, including subject line, delivery time and day, and call to actions in order to optimize open rates, click thru rates, and engagement;
14. Establish and maintain consistency of messaging across web and social media platforms;
15. Encourage visitor reviews of ACM on Yelp, Trip Advisor, and other appropriate consumer rating platforms.
16. Represent the Museum and the Marketing Department, by attending AAT's Signature Events and internal and external ACM promotional events as directed;
17. Participate with management in the ongoing planning and delivery of promotional objectives and initiatives;
18. Work collaboratively with the department heads to prioritize competing projects in order to facilitate desired outcomes;
19. Maintain relevant billing records and purchase orders;
20. Track and archive all press releases and articles;
21. Assist in the strategic planning and budgeting process as needed;
22. Upload OpenRoad and incorporates unique feature content.

QUALIFICATIONS:

The incumbent for this position must be at least 21 years of age and possess: a valid Driver License; a Bachelor's Degree in Digital Media, Marketing, Communications, or closely related discipline; two years' experience creating marketing contact for web and internet outlets, understanding web design, web design software, and social media strategies for businesses; and team focused with the skills and ability to work independently and collaboratively among an interdepartmental collaborative environment. Relevant experience may substitute for educational experience on a year for year basis. A proficiency in on-line media including Google AdWords, WordPress, MailChimp, and an understanding and ability to navigate the creative process associated in developing marketing materials on multiple web and social media platforms is highly desired.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, driving record, and personal references;
2. A solid proficiency in the English language with professional communication skills including written, oral, presentation, and interpersonal skills;
3. Strong project management and organizational skills with an ability to effectively multi-task and coordinate between different projects and/or departments and meet tight deadlines while remaining organized and solution focused;
4. The ability to drive an ACM vehicle for promotional events and utilize personal vehicle for business purposes as directed;

5. The skills and ability to foster effective working relationships with volunteers, employees, departments, contacts, and agencies;
6. The ability and commitment to remain sensitive and responsive to the diverse needs and cultural differences within the organization's employment, guest, and client population;
7. The ability to lift up to 30 lbs. as needed, stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, read and interpret manuals and instructions, and effectively communicate verbally, and in written format, with guests, employees, and management regularly; The ability to thrive in a fast-paced, dynamic environment with high expectations for professional outcomes;
8. The ability to critically analyze and resolve quantitative, logistical, and conceptual design problems;
9. A track record of providing high levels of customer service;
10. A willingness to maintain personal scheduling flexibility to cover promotional events, signature events, late evening events, and emergencies as the needs of a seven-day operation may require.

WORKING CONDITIONS:

1. Work environment is primarily office exposure and may include some exposure to various work environments including shop, commercial retail, commercial food, and outdoors settings;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners, and various other chemicals;
4. Occasional exposure to dust, gases, and fumes.