



## POSITION DESCRIPTION

<b>Department:</b>	Communications	<b>Department Manager:</b>	Communications Director
<b>Job Title:</b>	Social Media Specialist	<b>Reports To:</b>	Communications Manager
<b>Classification:</b>	Non-Exempt	<b>Effective Date:</b>	6/1/2026

## POSITION SUMMARY

The Social Media Specialist is responsible for supporting and enhancing SWAPA's social media presence, focused on creating engaging content, increasing brand awareness, supporting marketing goals, and building strong online community engagement across multiple platforms. The ideal candidate is both strategic and hands-on — able to plan content while also creating posts, writing copy, and tracking performance metrics.

## ESSENTIAL DUTIES & RESPONSIBILITIES

To perform the job successfully, the individual must be able to execute each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Please note job duties, responsibilities, and activities may change at any time, with or without notice, to accommodate business needs.

- Develop and implement a social media strategy aligned with strategic goals
- Create, schedule, and publish content across platforms (Facebook, Instagram, LinkedIn, TikTok, etc.)
- Write engaging captions and marketing copy consistent with brand voice
- Capture and edit basic photo/video content (phone-quality acceptable)
- Work with graphic design team to come up with imagery that stays on brand
- Monitor comments, messages, and customer engagement.
- Collaborate with leadership and team members to promote product and events
- Track analytics and provide monthly performance reports
- Monitor trends and recommend new ideas to grow engagement
- Coordinate occasional paid social campaigns

## EDUCATION & QUALIFICATIONS

- Bachelor's Degree required, Communications, or related degree preferred
- 2+ years of social media management or digital marketing experience
- Strong understanding of major social platforms and best practices
- Excellent written communication and attention to detail
- Experience with content scheduling tools (Planable, Hootsuite, etc.)
- Ability to work independently in a fast-paced small business environment
- Paid social advertising experience (Meta Ads, LinkedIn Ads, TikTok Ads)

- Experience working with small teams
- Basic understanding of SEO and digital marketing strategy
- Experience with analytics tools
- Editing experience is a plus
- Organization and time management
- Trend awareness
- Brand consistency
- Strong communication skills
- Adaptability and initiative
- Able to prioritize responsibilities and work independently
- Desire and ability to learn quickly, retain, and apply detailed information

#### **PHYSICAL DEMAND & WORK EFFORTS**

---

- Keying / typing, sitting, standing, and walking
- Ability to spend large periods of time viewing computer monitor(s)
- Ability to lift up to 20 pounds
- Ability to travel, including but not limited to driving, to/from various locations including conferences, trainings, and/or attendance at SWAPA events
- Potential standing for long periods of time in support of Union-related activities such as picketing or training activities
- Constant mental and/or visual attention; the work is either repetitive or diversified requiring constant alertness in an office environment
- Compliance with company attendance standards

**Employee Name / Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Manager Name / Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_