

# Social Media Specialist

## Job Description

### Responsibilities and skills:

- Generate, edit, publish and share engaging content daily (e.g., event photos, videos, and news) working with other third parties;
- Craft and write emails to support organizational social media and fundraising campaigns, programs, and appeals;
- Manage and update website content as needed;
- Develop and maintain a photo library;
- Collaborate with teammates regularly to ensure brand consistency with posts;
- Design and implement social media strategies to align with organization goals;
- Play a key role in overseeing a social media plan to grow the social media presence of the organization across a range of platforms;
- Suggest and implement new features to develop brand awareness;
- Identify and make recommendations for website and social media boosting and advertising;
- Develop benchmarks and key measurements for social media performance and website metrics as well as timeline for monitoring and evaluation of same;
- Stay up-to-date with current technologies and trends in social media, design tools, and applications;

### Qualifications:

- Bachelor's degree in Marketing or relevant field;
- Experience producing video content for broadcast and/or social media strongly desired;
- Fluent in Chinese-Mandarin in both writing and speaking;
- Working knowledge of Adobe InDesign, Canva and WordPress;
- Ability to deliver creative content (text, image, and video);
- Knowledge of online marketing channels;
- Ability to analyze website and social media traffic, including creating dashboard and other measurement tools;
- Must be able to efficiently and independently manage projects and issues within a fast-paced working on fluctuating deadlines;
- Excellent interpersonal, presentation, written and verbal communication skills;
- Proficient in Microsoft applications, including Word, Excel, and PowerPoint;
- Buddhist preferred;