



The Gersh Organization's family of programs provide support to children on the autism spectrum and their families. They are looking for a talented Social Media Manager to oversee and administer all social media activities for their 9 (and counting) programs.

Through social media administration and content management, this position will be accountable for the public face of each individual program across all social media channels, ensuring high levels of web traffic and customer engagement. This role will be responsible for creating original content, managing posts and responding to followers. They will manage multiple brand images in a cohesive way to achieve our marketing goals and ultimately drive enrollment in all Gersh programs.

Reports to VP Marketing & Communications.

Responsibilities include but are not limited to:

- Passion for creating and consuming all types of content: new social platforms, blogs, podcasts, etc.
- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals for all organization brand entities (currently 9)
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Enhance and increase social media presence across business entities
- Monitor SEO and web traffic metrics
- Ensure individual brand consistency across social platforms
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Develop, manage, and nurture blogger and influencer relationships
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Recommend and launch brands on new social media platforms

Requirements

- Proven work experience as a Social Media Manager
- 5 years hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Excellent communication skills
- Analytical and multitasking skills
- Ability to thrive in a fast-paced environment, prioritizing and handling multiple projects
- Degree in Marketing or relevant field

*We Change Lives*