Position Description

Position: Manager, Communications and Social Media
Reports to: Director, Communications and Public Relations

Department: Communication, Publications & Marketing
Classification: Exempt

Created by: Elise Castelli
Date: December 2019

Approved by: Sue Sedory
Date: December 2019

Position Summary

This highly visible and connected role is a key member of the society’s communications team, collaborating regularly with staff, physician volunteers and society partners to creatively position SIR and IR through the society’s social media channels and member communication vehicles. She/he is responsible for developing, executing and reporting on social media engagement and strategies that advance a variety of society efforts. This individual is also responsible for development and assembly of SIR’s e-newsletters and alerts and provides media relations and editorial support for SIR’s Annual Scientific Meeting.

Position Functions and Responsibilities

To perform this job successfully, each essential duty and responsibility must be performed satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

Primary Functions and Responsibilities:

Social media
- Executes SIR’s social media strategy across all channels by expanding the reach of society news content and researching engaging and relevant news and topics for discussions
  - Engages in active listening on SIR’s key social media sites with an ear toward responsive engagement with member conversations, to include triaging content and tapping staff subject matter experts for response
  - Drafts appropriate messages to further SIR’s voice
  - Measures and reports on social media engagement
  - Records, edits and project-manages the creation of video for use on social media and the website. Also manages the intake and editing of community-sourced video.
- Explores new social media tools and tactics, assessing their benefits of use to amplify engagement with SIR on social media
- Leads strategic thinking around and deployment of social media advertising to advance SIR programs and events
- Identifies opportunities for and schedules special social media events, such as Twitter chats or Instagram takeovers (e.g., to observe certain awareness months related to IR treatments; to spotlight member achievements; etc.)
Coordinates with member-volunteers to ensure messaging on member-run social media accounts is precise and on-brand
  - Assists and advises them on messaging, measurement
  - Organizes Annual Meeting coverage for maximum reach

Member communications
- Develops, edits and disseminates SIR's Guidewire and Member Alerts, and assists with Vision and Stats, gathering/writing/editing content and working as needed with others on production and issuance
- Develops infographics, visuals and graphical “story shorts” that spotlight important SIR efforts, activities, programs and member benefits on social media, newsletters, website and other member communications vehicles
- Supports content editing of newsletter and e-blast copy to ensure consistent, clear and accurate messaging

Secondary Functions and Responsibilities:
Public Relations
- Monitors media mentions of SIR, interventional radiology and top leadership for situational awareness and response
- Identifies member stories from social media that can be developed into media pitches or articles
- Supports SIR’s Annual Scientific Meeting press program by: writing promotional, business and awards press releases; assisting in abstract review; and conducting other duties as needed
- Responds to requests for information and assistance from the media

Skills and experience:
- Three to five years of progressively responsible communications experience in social media and other organizational communications experience in a nonprofit or trade association environment is beneficial
- Excellent verbal/written communication, proofreading and editing skills
- Excellent interpersonal and organizational skills
- Experience with social media platforms in a professional setting (Facebook, Twitter, LinkedIn, Instagram, YouTube) and web measurement and social management tools (Google Analytics, Buffer, TweetDeck)
- Experience working in a digital communications platform (Informz, BlueHornet, ConstantContact or similar platform)
- Experience with graphic design platforms (Canva, Piktochart)
- Experience with media monitoring and distribution platforms (PR Newswire, Cision, Meltwater)
- Experience with basic video editing platforms (YouTube, iMovie)
- Proficiency with MS Office (Word, Excel, PowerPoint)
- Proficiency with G Suite tools (Google Docs, Google Alerts, Google Forms)

Education:
- Bachelor's degree in communications, journalism, public relations or related field from a four-year college or university or equivalent experience

Qualifications

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Equal Opportunity Employer
**Working Conditions/Physical Requirements:**
Small, fast-paced collaborative office environment with moderate noise levels. Use of phones and computers for extended periods of time. Utilize office equipment and communication technologies for conference calls and teleconference meetings/webinars. Requires general mobility to move through the facility and, at times, ability to lift up to 10 pounds. Frequent interaction with internal staff and physician members/board via phone, in person, email and other mediums. Normal sitting and standing activities for an office environment. Some travel primarily for annual scientific meeting.

*This position description should not be construed to imply that the requirements are the sole standards for the position. Incumbents are expected to perform all other duties as required. Please sign below to acknowledge receipt of position description and responsibility for reviewing this document.*

Employee’s Signature: ___________________________ Date: ________________

Manager’s Signature: ___________________________ Date: ________________