



POSITION DESCRIPTION

Position:	Digital Media Specialist (Full-Time)
Department:	Office of Communications and Public Relations
Reports To:	Executive Director of Communications
Classification:	Exempt

GENERAL DESCRIPTION

The Digital Media Specialist will support the Office of Communications and the mission of the Archdiocese of Newark by coordinating social and digital media content as an integrated tool for outreach to the Catholic faithful and the public.

Specific Duties/Responsibilities

The following specific responsibilities are representative of the duties required in this position. They may be unilaterally but reasonably changed based on the working environment and departmental needs.

- Work with the Executive Director of Communications to strategize, develop and implement daily social media content and meet daily, real-time deadlines.
- Help identify and publicize activities and events throughout the Archdiocese of Newark through social media; helps promote programs, announcements and other communication campaigns.
- Create graphic elements to support social media posts and digital media content.
- Ensure that digital and social media content on archdiocesan accounts presents a uniform message and consistent image that aligns with archdiocesan protocols and policies and adheres to social and digital media best practices.
- Develop strategies to increase traffic for archdiocesan digital and social media.
- Monitor and manage digital and social media comments, responses and issues.
- Track, analyze and report on social and digital media platform metrics; leverage analytics and trends to grow audiences, expand engagement, and optimize platforms.
- Assist with other Office of Communications content development, including videos, photos, audio, etc., to enhance communications outreach.
- Stay current on social media trends to recommend best practices.
- Support occasional night and weekend events as needed.
- Respond to off-hour communications queries, crisis-management situations, and social media monitoring and posting.
- Perform additional duties as assigned.

QUALIFICATIONS:

- Must be proficient in the tactical use of core social media platforms, most notably Facebook, Twitter, Instagram, LinkedIn, and YouTube; skilled with reporting and performance analytics
- Proficient with Microsoft Office and social media publishing and scheduling tools such as Hootsuite and Tweet Deck.
- Knowledge of cross-platform posting, mobile technologies, social media advertising, etc.
- Experience with video, photography and/or graphic design a plus.
- Excellent written and verbal communication with strong interpersonal skills
- Self-motivated, with strong organizational and planning skills and a sense of discretion.
- Works well independently and under pressure; works collaboratively with teams and individuals
- Flexible schedule to accommodate evening and weekend events as needed.
- Strong alignment with the teaching and traditions of the Catholic Church and a sound working knowledge of the Catholic faith and Church hierarchy.
- Knowledge of the Archdiocese of Newark's geography, demographics, and faith communities is a plus.
- Must maintain a current driver's license.

Education and Experience

- Bachelor's degree in communications, public relations, journalism, or related field or equivalent experience is required.
- Three to five years of professional experience using social media in communications, public relations, or marketing.

Physical Demands

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

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