



## **OFFICE OF CHAIR NATHAN FLETCHER IS HIRING**

### **Job Title: Digital Content Manager**

We are seeking a Digital Content Manager to work with the Director of Communications and Multimedia Designer to plan, create and deliver a robust and engaging digital media program. The person we are looking for must have the skills to help us connect directly to target audiences, build trust, create organic online dialogue and expand our reach using digital channels, including website, social media platforms, blogs, email campaigns, mobile, and new innovations in digital. In this role, the person will develop strategies, craft written content for all platforms, and create special campaigns. This person will be our expert in getting the most from our digital platforms and analyze the results to ensure the Office of Chair Nathan Fletcher is effectively communicating about its policies, positions, initiatives and events with its online communities.

### **Essential Duties and Responsibilities**

#### **Primary Functions**

- Manage digital media and content strategy, including website, all social media platforms, email and newsletter program, blog, etc.
- Develop & execute a weekly social media calendar that includes posts for all Office digital media platforms, with timely and relevant content throughout.
- Develop & publish a weekly newsletter from the Office that goes out to constituents, highlighting news, priorities, & services.
- Maintain the Office Website, including routine updating of News Articles, Press Releases, and other requests made by staff members.
- Develop and manage digital campaigns, from concept to launch to evaluation.
- Develop and manage editorial calendars and outline monthly content plans.
- Analyze analytics of the different digital media platforms weekly, monthly and annually in order to optimize posting to ensure the communication team is meeting goals.
- Communicate analytics to staff each week, synthesizing the macro trends and noting the drivers of significant changes.
- Work with internal team members to identify community partners and influencers to develop cross-promotions for policy initiatives.
- Ability to multi-task projects, priorities, schedules, and deliverables; with strong attention to detail and serve as digital project manager.
- Ability to work under pressure with quick deadlines set by the pace of the Office.
- Serve as primary staffer for the Supervisor in the office & in the community, when necessary.

**Digital Media (social media, website, electronic newsletter, etc.)**

- Expertise in the following social media platforms: Twitter, Instagram, YouTube, Facebook, LinkedIn. Working knowledge of: Nextdoor, Snapchat, Tik Tok, Pinterest and have an unbridled enthusiasm and interest in keeping on top of the latest trends.
- Experience implementing social media best practices.
- Ease with/ability to learn new technology independently and quickly.
- Promote and distribute news content on social media.
- Package content that grows video views, pageviews per visitor and time on site.
- Evaluate website traffic trends in effort to make decisions on both daily content and longer-term content development that will grow traffic.
- Coordinate campaigns with our digital ambassadors and influencers.
- Conduct Live sessions on Instagram, Twitter, Facebook and YouTube.
- Communicate how digital media platforms work to others without the same knowledge base.

### Copywriting / Content Development

- Master of spelling, punctuation, grammar and AP style.
- Storytelling skills on social media platforms.
- Capable of researching, interviewing and writing original news articles.
- Write catchy, clickable headlines that are journalistically solid and increase pageviews.
- Brainstorm video content based on industry trends and internal campaigns.
- Help multimedia designers on an as-needed basis with tasks like setting up video shoots, coordinating participants.
- Knowledge of social media lingo and how to engage in a conversational yet professional manner across various social media networks.

### Analytics

- Experience with social media analytics tools like Loomly, Google Analytics and back-end analytics software like Twitter Analytics and Facebook Creator Studio.
- Gather and analyze digital media platform performance on a weekly basis.
- Ability to spot trends & advise on how to adjust messages and content.
- Understand which analytics are most important to track & how to do so.
- Strategize digital media efforts based on analytics goals.

### **Required Skills, Knowledge and/or Training**

- In-depth interest and recent experience in digital media strategy, management and execution
- Has direct experience with the technical aspects of how to use multiple social media and website platforms, with ability to manage multiple platforms simultaneously.
- Has experience with rapid response strategy and execution using social media, newsletters and websites.
- From a public relations/affairs background, has project management experience, can execute against tight timelines and is flexible to sudden changes.
- Has experience working directly with or directly for government institutions, political campaigns or organizations with proactive advocacy efforts.
- Excellent writer who understands how to write for different digital platforms.
- Knowledge of publishing strategies.
- Knowledge of social media analytics and current trends.
- Demonstrated experience developing and managing websites, mobile campaigns and paid ads.
- Comfortable adapting to changes in evolving industry and thrives under pressure.

- Solid experience managing high-profile social accounts and a passion for the ever changing landscape of the internet.
- Proven track record of crafting and maintaining a consistent social voice.
- Ability to apply an audience-first lens to editorial strategy and content production.
- Ability to work independently with minimal direction in a fast-paced environment. Is flexible, collaborative, and deadline driven.
- Comfortable with asking other staff members for help when needed.
- Ability to organize own operational schedule around rapidly changing deadlines & needs.

### **Character Traits**

- Has genuine passion for social media.
- Interested in keeping our office in-the-know on the latest platforms and introducing new opportunities for how we use them to advance our communications goals.
- Works with a sense of urgency that is required for a fast-paced office of elected official.
- Has flexibility to work weekends, evenings, and always be engaged in the digital media ecosystem and work with team members to recognize when timely responses/reactions are needed.
- Able to communicate effectively, both orally and in writing.
- Able to handle complex situations some of which will require a high level of tact and diplomacy.
- Professional attitude and demeanor. Dedicated. Creative.
- Organized, technical problem solver and quick decision maker.
- Inquisitive, interested in knowing your craft better than anyone.
- Has experience working with diverse audiences, marginalized communities.
- Proven ability to work independently and successfully organize, multi-task and prioritize multiple projects.
- Team-oriented approach with ability to work in a highly collaborative, fast-paced environment.
- Ability to recognize and maintain confidentiality as appropriate.
- Strong attention to detail and accuracy, including excellence in oral and written communications. to verbalize issues clearly, concisely and competently in positive or negative situations.
- Has the ability to adapt to changes in the work environment, delays, or unexpected events with poise and professionalism. Quickly adjusts to changing priorities.
- Encourages, supports and motivates others, building mutual trust, respect, and cooperation among department co-workers and toward all staff members.
- Proven ability to interact in a consistently positive & flexible manner with diverse external and internal audiences, including elected officials, community members, office staff.

### **Requirements**

- Bachelor's degree in communication, journalism, marketing, digital media, liberal arts or relevant field; can be offset by strong experience in a similar role.
- 2+ years of experience planning, executing, managing, optimizing and evaluating digital marketing strategies and campaigns.
- Must have a valid driver's license and provide your own transportation.

### **Bonus Points**

- Interested in, or have previous experience in government, politics, journalism.
- Speaks, writes and/or can translate in Spanish or another language.
- Has experience working at a public relations agency, public affairs firm, or advertising firm.

- Knowledge of video editing programs: Adobe Premiere, After Effect and/or Final Cut Pro, Photoshop, Lightroom, Canva.

**Salary and Benefits:**

Commensurate with experience. Benefits include: Medical Insurance, Dental Insurance, Vision Insurance, Flexible Spending Account; Defined Benefit Pension Plan; Transit Pass Voucher; Vacation and Sick Leave.

Qualified applicants should send their cover letter, resume, one sample of a social media strategy you developed, two writing samples you authored and an explanation of your process for building a social media campaign to [James.Canning@sdcounty.ca.gov](mailto:James.Canning@sdcounty.ca.gov) with the words “Digital Content Manager” in the subject of the email.