



## SPECIAL OLYMPICS SOUTHERN CALIFORNIA JOB DESCRIPTION

### **JOB TITLE:**

Administrator, Public Relations & Social Media

Department    Communications

The Administrator, Public Relations & Social Media is responsible for implementing the public relations, media relations, and social media strategies for Special Olympics Southern California. The incumbent will build relationships with media to promote Special Olympics, write press releases, pitch media, lead media relations during events and campaigns, and implement the annual social media strategy. The incumbent will assist with developing the publicity strategy. The incumbent must maintain the highest level of integrity and confidentiality in all aspects of the position.

Reports To:    Senior Manager, Digital Media

Job Level:     Level 3

### **RESULTS:**

#### **Social Media (30%):**

- Responsible for implementing the social media strategy on behalf of Special Olympics Southern California. Manages the content calendar and day-to-day postings. Writes and edits content and creates graphics for social media. Assists in developing the annual social media strategy, including campaigns for events and promotions. Ensures brand guidelines are met on social media. Tracks and monitors analytics and online trends and makes improvements as needed. Works closely with staff to maintain consistent messaging and brand guidelines on social media. Builds and supervises a social media volunteer team to assist with strategy and day-to-day tasks, including posting. Trains SOSC staff on social media best practices and SOSC policies.

#### **Public Relations (20%):**

- Responsible for implementing the public and media relations strategy on behalf of Special Olympics Southern California. This includes but is not limited to building relationships with media, writing press releases, creating media kits, coordinating media interviews, recruiting and preparing spokespeople, pitching media, and building media lists. Manages media operations and media days for a variety of events and campaigns, including developing segment ideas, identifying locations, gathering and creating props, recruiting spokespeople, setting up and organizing at the media day, and more. Builds and supervises a media volunteer team to assist with day-to-day tasks. Monitors, captures, and analyzes media impressions.

### **Individual Goals (20%):**

- See Individual Goals sheet.

### **Writing (15%):**

- Manages the SOSC blog, including design, layout, stories, imagery, and content calendar.
- Writes and edits copy for press releases, features, articles, bulk emails, websites, training materials, presentations, flyers, programs, brochures, web banners, advertisements, ceremony scripts, radio and video PSAs, social media posts, and more.
- Curates mission moments, including stories on athletes and supporters, quotes, photos, videos, measureable stats, and more.
- Edits and provides a second set of eyes on marketing materials as needed. Editing includes but is not limited to ensuring brand consistency, identifying typos and grammatical mistakes, reviewing event and campaign details (dates, times, locations, and so on), and assessing for flow and reader comprehension.

### **Events (15%):**

- Manages social media and media at SOSC events. Assists on marketing and communications tasks at SOSC events as needed.

**Other:** Performs other duties as assigned.

### **CORE VALUES:**

#### **Be ATHLETE centric:**

- Lets the interests of the athletes drive daily decisions and actions.
- Makes wise use of organizational resources and time in order to maximize the experiences for our athletes.
- Seeks to incorporate athlete participation in non-sports roles.

#### **Be a TEAM player:**

- Places team and organizational success before individual achievement.
- Recognizes the needs and offers assistance without waiting to be asked, or encouraged to do so.
- Shows appreciation and acknowledges the contributions of others.

#### **Be a CHANGE agent:**

- Seeks opportunities for professional development and applies these learnings to work.
- Accepts responsibility for actions, learns from experience and displays a willingness to accept feedback.
- Looks for opportunities to improve processes and enlists help of others when needed.

#### **Be a LEADER:**

- Shares organizational and professional knowledge with co-workers and helps to onboard new team members.
- Takes on new leadership opportunities with eagerness and enthusiasm.
- Represents SOSC in a knowledgeable and professional manner.

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## **JOB LEVEL RESPONSIBILITIES:**

Under supervision, performs work that is varied and may require prioritizing and multi-tasking. Work may include some originality in close collaboration with supervisor. Has limited decision making authority on behalf of the organization. Enforces company policies.

## **QUALIFICATIONS:**

An individual must be able to perform each primary job duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION AND/OR EXPERIENCE:**

- 4-6 years of work in social media, public relations, and/or media relations and college degree or equivalent in related area
- 3-5 years writing experience
- Prior copy editing experience preferred
- Proficient in the Microsoft Office Suite and the Adobe Creative Suite, including Photoshop
- Experience with developing and maintaining key relationships, including leadership volunteers, news media, photographers, and video production crews
- Prior experience in content management software, responsive design, HTML5, and CSS3 preferred
- Strong marketing and internal customer service experience
- Exceptional project management skills and ability to manage multiple projects and timelines simultaneously
- Demonstrated comfort with technology and the ability to quickly learn new software and programs
- Prior photography and videography experience preferred
- Prior supervisor and team leader experience preferred

## **SKILLS AND/OR ABILITIES:**

- Ability to maintain confidentiality of all data and information related to position
- Strong analytical and problem solving skills
- Exceptional attention to detail
- Excellent verbal and written communication skills
- Excellent organization skills
- Ability to establish and maintain effective working relationships with media, all levels of staff, supporters, and volunteers
- A good eye for photography
- Basic graphics design skills
- Ability to train staff on social media and public relations best practices
- Ability to travel and to work evenings and weekends to meet job requirements
- Have a valid California driver's license and meet minimum California vehicle insurance requirements
- Ability to successfully pass background screen of criminal and driving history

**PHYSICAL REQUIREMENTS:** The physical requirements described here 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 the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit and to use hands to finger, handle, or feel. The employee occasionally is required to stand, walk, reach with hands and arms, lift or carry up to 50 pounds, and lift overhead up to 50 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. This job requires occasional driving.

May work from home on a limited basis with prior supervisory approval.

**COMPENSATION:** Full-time, salaried non-exempt manager, 40 hours per week, benefit eligible; salary range is \$18.00 - \$21.00 per hour, depending on directly related experience.