



Job Title: Manager, Social Media & Public Relations

Department: Marketing and Communications

Location: Long Beach, CA. **This is not a remote position.**

The **Manager, Social Media & Public Relations** is responsible for implementing the public relations, media relations, and social media strategies for Special Olympics Southern California. The incumbent will implement the annual social media strategy, write content, manage the content calendar, develop graphics, and create videos. The incumbent will build relationships with media to promote Special Olympics, write press releases, pitch media, lead media relations during events and campaigns, and 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

Compensation: Position is full-time, benefit eligible. Salary range is **\$20.00 - \$26.00** per hour depending on relevant experience.

Job Level: 4

KEY RESPONSIBILITIES

Social Media - 30%

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

Individual Goals - 20%

- See employee feedback in Comments section of Threads

Content Creation - 20%

- 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 videos, and social media posts. Curates mission moments, including stories on athletes and supporters, quotes, photos, videos, and measurable stats.
- 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.



Public Relations - 15%

- 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, and setting up and organizing at the media day.
- Builds and supervises a media volunteer team to assist with day-to-day tasks. Monitors, captures, and analyzes media impressions

Events - 15%

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

Total **100%**

CORE VALUES

Be ATHLETE centric 25%

- 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 25%

- 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 25%

- 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 25%

- 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

Total **100%**



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: To perform this job successfully, an individual must be able to perform each essential 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:

- 5-7 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 experience with implementing a social media plan
- Prior experience with implementing a PR plan
- Prior supervisor and team leader 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
- 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 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 team player with strong leadership, management and supervisory skills
- A good eye for photography
- Basic graphic design and video editing 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 valid California driver's license and meet minimum California vehicle insurance requirements
- Ability to pass background screen in regards to criminal and driving history
- The employee occasionally is required to stand, walk, lift or carry up to 24 pounds



WORK ENVIRONMENT: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job requires occasional driving. May work from home with prior supervisory approval.

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

APPLY: Please send resume and cover letter to lbjobs@sosc.org.