



Job Title: Manager, Social Media | **Region:** Headquarters

Department: Marketing and Communications | **Office Location:** Long Beach, CA

The **Manager, Social Media** will develop and execute engaging social media content that furthers the mission of SOSC and drives audience growth. This role is responsible for content planning, creation, execution, and analysis across all social media platforms with a clear focus on increasing SOSC's social media followers and overall digital reach. The ideal candidate will have strong writing skills, multimedia experience, and a passion for storytelling that amplifies the voices of SOSC's athletes, volunteers, and supporters. The incumbent must maintain the highest level of integrity and confidentiality in all aspects of the position.

Reports To: Director, Marketing & Communications

Compensation Level (7): This is a full-time, benefits-eligible position, with benefits beginning on the first of the month following the start date. The salary range for this salaried non-exempt role is **\$57,104.00 - \$63,744.00**, depending on experience, specifically within Special Olympics.

KEY RESPONSIBILITIES

Social Media Content Creation, Implementation & Writing: 45%

- Copy edit marketing materials as assigned. 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 flow and reader comprehension.
- Create high-quality, engaging, and mission-driven content for social media, including graphics, videos, photos, and stories.
- Curate mission moments, including stories of athletes and supporters, quotes, photos, videos, and measurable stats.
- Manage community interactions by responding to comments, messages, and inquiries in a timely and professional manner.
- Manage the SOSC blog, including stories, imagery, and content calendar.
- Perform interviews and write and edit features, articles, and social media posts.
- Schedule, post, and monitor content to optimize engagement and follower growth.
- Write compelling copy tailored to each social media platform, including but not limited to Facebook, Instagram, X/Twitter, LinkedIn, TikTok, and YouTube.

Social Media Planning & Strategy: 25%

- Collaborate with internal teams to ensure messaging is consistent and aligned with marketing objectives.
- Create and implement an annual social media strategy and strategies for individual events and awareness campaigns that prioritize follower growth and audience expansion.
- Develop and manage a social media content calendar aligned with organizational goals, campaigns, and events, with a specific focus on audience growth and follower engagement.
- Monitor trends, best practices, and emerging platforms to enhance SOSC's social media presence and attract new followers.



CORE VALUES

Be ATHLETE centric | Be a TEAM player | Be a CHANGE agent | Be a LEADER

Event Coverage & Live Content: 20%

- Capture photos, videos, and interviews with athletes, volunteers, staff, partners, and fans to share on social platforms focusing on content that drives follower growth.
- Conduct live broadcasts and make real-time posts at events to enhance audience engagement.
- Provide on-site social media coverage at SOSC events, including competitions, fundraisers, and community outreach initiatives.

Analytics & Performance Tracking: 5%

- Generate regular reports detailing performance, engagement, follower growth, and audience insights.
- Track and analyze social media metrics to assess content performance and optimize future strategies.
- Use data-driven insights to refine content strategy and recommend improvements.

Administration: 5%

- Support general marketing and communications initiatives as assigned.
- Assist with special projects and campaigns that align with SOSC's mission and goals.
- Assists in the submission of properly approved invoices to the Finance Department, ensuring compliance with appropriate contracts and adherence to budget guidelines.
- Complete and submit individual timecards bi-weekly, ensuring accuracy and adherence to payroll deadlines.
- Complete and submit individual mileage reports, credit card expense reports, and reimbursement expense reports, ensuring proper documentation, budget approvals, and compliance with organizational policies and finance deadlines

JOB LEVEL RESPONSIBILITIES: Collaborate with the supervisor to establish goals that align with the organization's strategic plan. Coordinates administrative processes and prioritizes, directs, & responds to matters involving administrative functions associated with operations. Uses discretion and independent judgment as a recognized expert in all areas of responsibility. Will supervise volunteers at varying levels, including interns. May supervise hourly employees.

QUALIFICATIONS: To successfully perform this position, an individual must be able to competently execute each essential duty. The qualifications outlined below reflect the knowledge, skills, and abilities required for effective performance. Reasonable accommodation may be provided for individuals with disabilities to support the performance of essential functions.

WORK ENVIRONMENT: This position is primarily based at the assigned Special Olympics Southern California (SOSC) office, with a typical noise level that is moderate. The role involves regular driving and occasional travel within the assigned and surrounding counties.



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EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree in Social Media, Marketing, Communications, or a related field or equivalent work experience
- 4+ years of experience managing social media accounts for a brand, nonprofit, or organization, including experience growing social media audiences.
- 4+ years of experience in writing
- Prior experience with implementing a social media plan aimed at audience growth.
- Prior copy-editing experience
- Experience in content creation, including graphic design, photography, and video production
- Strong marketing and internal customer service experience
- Experience covering live events on social media
- Demonstrated comfort with technology and the ability to quickly learn new software and programs
- Experience with developing and maintaining key relationships, including leadership, volunteers, news, photographers, and videographers
- Prior team leader experience preferred

SKILLS AND/OR ABILITIES:

- Have a valid California driver's license and meet minimum California vehicle insurance requirements
- Must be able to pass a professional reference check, background screen of criminal history, and DMV record.
- The employee is occasionally required to stand, walk, lift, or carry up to 24 pounds
- Well-developed knowledge of social media platforms, trends, and analytics tools
- Exceptional project management skills and ability to manage multiple projects and timelines simultaneously
- Excellent writing and storytelling skills with an ability to adapt tone for different audiences
- Proficiency in design software such as Canva, Adobe Creative Suite, or similar tools
- Video planning, production, and editing skills for short-form social content
- Ability to multitask, meet deadlines, and work independently in a fast-paced environment
- 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 train staff and volunteers on social media best practices
- A good eye for photography
- Ability to travel and to work evenings and weekends to meet job requirements

APPLY: A staff member will review resumes received for our open positions. Due to the large number of applicants, only candidates selected for interviews will be contacted. Please send your resume and cover letter to hr@sosc.org.

Note: This job description provides a general overview of the responsibilities and work conditions associated with the position. It is not intended to be an exhaustive list. Additional duties may be assigned as needed.