



Position: Social Media and Content Specialist
Reports To: Chair, New York IFT Section
Location: Remote
Status: Not to exceed 30 hours a month

Overview

This position is responsible for building and monitoring New York IFT's (NYIFT) social media presence to drive awareness, foster engagement, and deepen relationships with food science and innovation professionals and students. The Social Media and Content Specialist will own day-to-day management of all social media efforts, including planning, developing, and executing NYIFT's social media strategy, creating content, scheduling posts, monitoring and engaging with followers, and regularly analyzing social media efforts.

Essential Responsibilities

Social Media

- Develop and carry out the organization's social media strategy
- Develop & execute the social media content calendar, working collaboratively with NYIFT board members to ensure timely and relevant content is incorporated
- Build and manage NYIFT's social media profiles and presence, including LinkedIn, Facebook, Twitter, Instagram and additional channels that may be deemed relevant
- Engage with and respond to followers of our external social media channels
- Actively engage in brand monitoring/listening to inform and further develop strategic influencer outreach and external community management
- Track and report on NYIFT's organic social media including brand exposure, impact on website traffic, membership/product conversion, and social engagement
- Monitor trends in social media platforms, tools, applications, channels, design, and strategy
- Ideate and make recommendations on ways to more effectively, efficiently, and creatively use social media to meet NYIFT's goals for each channel
- Monitor the impact of social media posts on number of impressions, clicks, views, replies, likes and re-shares and present to the board of with statistical data on a monthly basis
- Create social media content including photos, videos and infographics

This is not meant to be a complete or comprehensive list as responsibilities may change; other duties, responsibilities and activities may be assigned at any time.



Experience Requirements

- Bachelor's degree in Marketing, Communications, Journalism, or equivalent experience
- Minimum three (3) years of hands-on experience in planning, implementing, and evaluating social media programs, including social ad campaign management
- Hands-on knowledge of and experience with a variety of channels (LinkedIn, Facebook, Pinterest, Twitter, Instagram, Snapchat, etc.), particularly within the context of overall integrated organizational communication efforts
- Mastery of spelling, grammar, and punctuation and ability to make constructive suggestions

Competency Requirements

- Exceptional writing, editing, and communications skills
- Demonstrates an “entrepreneurial spirit,” taking ownership of his/her areas of responsibility; actively engaged in learning and continuous improvement; offers solutions to challenges/issues; demonstrates a commitment to follow-through
- Understands and embraces the tenets of integrated marketing communications and content marketing
- Strong organizational and interpersonal skills
- Metrics driven