



Job Title: Social Media & Marketing Specialist

Position Status: Full-time

Classification: Exempt

Department: Marketing and Development

Reports to: Head of Marketing and Development

Supervises: N/A

Prepared Date: Feb 2022

Work Schedule: Monday through Friday, 40 hours/week. During periods of high activity, the position may be required to work evenings and weekends.

Position Summary: The Social Media and Marketing Specialist will draft and publish marketing material across all social platforms. The Social Media and Marketing Specialist will engage and respond in social conversations beneficial to Operation BBQ Relief's strategy and brand. The Social Media and Marketing Specialist will help tell Operation BBQ Relief's story through images, videos, and testimonials from volunteers, sponsors, and donors.

Essential Functions:

- Work closely with the Head of Marketing and Development to strategically publicize images, videos, and content to various platforms, including but not limited to Facebook, LinkedIn, Twitter, and Instagram.
- Assist with story idea generation and writing.
- Work with the Operation BBQ Relief team to brainstorm marketing initiatives, create social and website content, and leverage support from influencers.
- Assist in developing and executing marketing and social media campaigns to raise funds during deployments and year-end giving.
- Develop and create marketing materials ensuring brand standards guidelines are met.
- Analyze and report on the performance and efficiency of campaigns.
- Research and analyze effective trends, metrics, and strategies to amplify the reach of Operation BBQ Relief.
- Assist with marketing projects throughout the year such as monthly newsletters, annual reports, and special events.
- Work with external agencies and vendors to execute marketing programs.
- Performs other job-related duties as required.

Work Activities:

- Communicate with Supervisors or Peers.
- Think creatively to develop and execute marketing campaigns.
- Maintain knowledge of current developments in area of expertise.

- Performs other job-related duties as required.

Competencies

- Problem Solving/Analysis.
- Project Management.
- Communication Proficiency.
- Strategic Thinking.

Knowledge, Skills, and Other Abilities:

- Excellent time management skills.
- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.
- Thorough understanding of principles and methods used to promote products and services.
- Knowledge of current and merging social media platforms.
- Proficient in Google online products, Microsoft Office Suite, internet browsers or related software.
- Ability to make decisions and use critical thinking skills in a high-paced and at times stressful environment.

Key Contacts

- Daily interactions with Immediate Peers, Peers in other departments, and Head of Marketing and Development.
- Weekly interactions with the Executive Management Team.
- Periodic interactions with customers, external agencies, and/or third party vendors.

Education/Experience:

- Required: Bachelor's degree, plus two to three years of related experience or training.
- Preferred: Bachelor's degree in Communications, Marketing, Journalism, or related field; one to two years of experience working with Google online products (Google Drive, Google Docs, Google Sheets, etc.)

Physical Demands:

The physical demands 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 will regularly sit at a desk and work on a computer for prolonged periods of time. This is a largely sedentary role, however some standing or walking may be required.

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 position operates in a clerical, home office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

At-Will Status:

Operation BBQ Relief retains its rights to employ employees “at will.” Either the employee or Operation BBQ Relief may terminate the relationship at any time. This written job description should not be considered an employment contract in any respect.

To apply, download and complete [this application](#), and send application, cover letter and resume to hr@obr.org.