

Job Description: Social Media Manager

Summary: The Social Media Manager creates, maintains, and curates content the Enactus Fleming's online presence to ensure that the team is presented in a positive and impactful manner. He/she will use this platform to communicate to stakeholders and potential members updates on project activities and its impact, highlight opportunities to get involved, work hand in hand with the Recruitment and Culture Lead to attract new members. The Social Media Manager will also work with the Marketing and Communications Lead to ensure branding and marketing standards are followed and to create strategy for the online touchpoints

Major Duties and Responsibilities

1. Working with External Stakeholders
 - a. Create, Update, and maintain social media content that fits with organizational values and presents Enactus Fleming in a positive, impactful manner
 - a. Curate comments and posts on Enactus Fleming's social media to ensure appropriate language and tone are being used at all time
 - a. Utilize all social media platforms to educate the stakeholders, potential and current members, and the general public about Enactus Fleming's program updates, overall impacts, and opportunities to get involved
 - a. Respond to questions posed through social media in a positive, professional manner and refer interested parties to the appropriate member of the group. Work in conjunction with the Recruitment Manager to bring in new members through social media
2. Working with Marketing and Communications Lead: Develop and maintain Enactus Fleming College website and support marketing strategies
3. General responsibilities
 - a. Attend Executive weekly meeting
 - a. Attend, capture and post all Enactus Fleming events
 - a. Be the main point of communication during all Enactus Competitions

Minimum Qualifications and Skills

- Knowledge of Enactus Fleming projects and the Enactus platform
- Knowledge of current and future social media trends, proven ability to utilize social media
- Skill with selecting and use of social media platforms and website maintenance
- Strong teamwork skills
- Strong proactiveness and ability to identify appropriate content for posting
- Strong time management skills and the ability to meet deadlines
- Ability to multitask and work under pressure
- Strong strategic and creative thinking
- Ability to work well with different cultures, personalities and working styles

Direct Link Reports: Marketing and Communications Lead

Reports to: President, Executive Leads