

Social Media and Marketing Coordinator

Job Description

<u>Reports to:</u>	Manager of Marketing & Communications
<u>Location:</u>	Hybrid- Support Services Office in Goodyear, AZ and Remote
<u>Last Update:</u>	October 2024
<u>Supervises:</u>	Interns, Volunteers, and Contractors as assigned
<u>Position Summary:</u>	This full-time, exempt position provides marketing and communications support to all SOAZ departments by managing the development, evaluation, and dissemination of media and communications, implementing marketing strategies, and expanding access to digital information and resources.

Job Responsibilities: The following examples are intended only as illustrations of the duties of this position. The absence of specific statements of duties does not exclude these tasks from the position if the work is similar, related to, or logical assignments of the position:

Social Media and Marketing:

- Execute a multi-channel result-driven social media strategy that supports SOAZ's mission, initiatives, and activations shared by Special Olympics/ Special Olympics North America.
- Curate unique photo, video, and social media content that is diverse and representative of the SOAZ community and Special Olympics Brand.
- Monitor social media channels, interact with users, and respond to messages, inquiries, and comments.
- Create opportunities to amplify athlete voices and share community stories to raise brand awareness.
- Manage the collection, organization, and distribution of digital assets.
- Become familiar with SOAZ's mission, programs, fundraisers, events, personnel, and community partners.
- Work with the Marketing and Communications Manager to implement integrated marketing strategies, increase digital accessibility of information, and ensure all materials are produced in accordance with brand standards.
- Attend assigned events, including but not limited to, competitions, practices, fundraisers, and special events, to provide on-site media coverage, capture footage, and share day-of/live content when needed.
- Oversee the production of all photo and video needs for events, campaigns, and promotional activities.
- Cultivate and maintain relationships with paid and pro-bono media partners.
- Facilitate the distribution of monthly newsletters/ e-blasts and manage mailing lists.
- Track, analyze, and report measures of effectiveness and adjust as needed to improve performance.
- Support the ongoing maintenance of the SOAZ website and ensure information is relevant and current.
- Stay current with industry trends, innovative strategies, and best practices.
- Manage and maintain all video, photo, and communications equipment.
- Attend relevant webinars and trainings (as assigned by supervisor) and disseminate information to appropriate staff.
- Assist in the graphic design of printed materials, recognition banners, and other marketing materials to support SOAZ programs
- Facilitate merchandise designs and purchases for statewide competitions, promoting the SOAZ brand

Administration:

- Prepare all necessary reports and paperwork in a timely and legible fashion (purchase orders, credit card reconciliation, staff reports, entry forms, grant reports, in-kind donation tracking, etc.).
- Ensures compliance with Special Olympics guidelines, policies and standards, SOI General Rules, and adheres to SOI/SONA Risk Management polices/practices at all levels to protect SOAZ and prevent loss.

Qualifications/Required Skills:

Passion for Special Olympics Arizona

Screening: All staff must pass Criminal / National Sex Offender Registry background screening.

Education & Experience: Preferred Bachelor's degree in marketing, communications, social media management, video production, nonprofit, or related field experience. In lieu of a degree, three or more years of relevant experience will suffice. Relevant experience includes work in social media, marketing, communications, or related field with demonstrated success in collaborative/team-based work and strategic/creative thinking. Experience working with individuals with intellectual and developmental disabilities is a plus.

Knowledge & Skills: Proficiency in Microsoft Office Applications and customer service required. Proficiency in Adobe Creative Suite (Premiere Pro, InDesign, Photoshop) preferred. Experience in Canva, Mailchimp, Brandfolder, and WordPress is a plus. Creative problem-solver with the ability to communicate clearly and effectively. Excellent organization and time management skills, including ability to juggle multiple tasks and respond rapidly to new initiatives and competing priorities. Detail oriented, self-motivated, and comfortable working in a small, collaborative team environment.

Physical Demands Include: Ability to remain stationary for long periods while sitting at a desk and working on a computer. Must be able to lift 15 pounds at a time. This position may require transportation of supplies, materials, and equipment to meetings or events. Wheeled carts and similar resources are always available, and large events with greater amounts of equipment are typically coordinated amongst two or more staff members working together.

Transportation & Travel: Travel requirements will vary from week to week and can include in-state travel, typically no more than 25% of the time. Must have own reliable transportation, a valid AZ driver's license, a good driving history, and fulfill assignments with reliability and punctuality.

Work Schedule: This position's work schedule will be determined from week to week. The demands of the position can include 40+ hour weeks, which will occasionally include evenings and weekends.

***NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.*



MISSION

The mission of Special Olympics Arizona is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with cognitive disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Arizona values a diverse and inclusive community where all individuals feel valued and respected. We are committed to using our platform to break through underrepresentation, promote unity, and encourage inclusion as an organization, employer, and member of our Arizona community, because we are better together.