THE WASHINGTON TIMES
Position Description

Department: Newsroom
Position Title: Social Media Coordinator
Position Reports To: Social Media Editor
FLSA Status: Exempt
Positions Supervised: 0

This Position Description identifies the major responsibilities of this job. It does not include all aspects of the position such as the potential additional duties assigned by the Social Media Editor and senior editors.

Position Summary: (The major purpose for the position.)

The Social Media Coordinator will coordinate and promote The Washington Times brand, content and personalities across multiple platforms and social media networks in order to increase audience engagement, readership and brand recognition. The successful candidate will be a vital member of the Social Media Team promoting Washington Times content and assisting in the management of social media accounts, i.e., Twitter, Facebook, Instagram, Pinterest, etc.

The Social Media Coordinator understands the news business and has experience packaging content across multiple platforms. This position will identify other areas of growth, including outreach to outside organizations to promote content, and may be assigned specific areas of focus (e.g. Opinion Content).

This position requires the ability to manage multiple and sometimes conflicting priorities. Excellent oral, written and interpersonal communication skills and a proven ability to meet competing deadlines are necessary.

Essential Responsibilities:
(Those that define the major aspects of the position and help to determine the degree of success in performance.)

- Ability and proven experience utilizing social media platforms for the purpose of disseminating Washington Times news and opinion articles.

- Write and edit social media posts for news and opinion articles to maximize click-through and engagement and drive traffic to The Washington Times website and social media platforms.

- Populate social media accounts. Have the ability to make decisions in a changing environment.

- Ability to launch social accounts for new verticals and build them from the ground up.

- Assist in providing B-roll, photos and other visuals for video production.
• Must have in-depth knowledge of SEO and keyword search. Must be technologically savvy.

• Work with Social Media Editor to help grow and improve cross-platform opportunities to increase reader engagement utilizing Google Analytics and CrowdTangle.

• Stay abreast of the latest news, trends, tools, applications, and best practices for social media platforms. Look for opportunities to promote Washington Times content in new and creative ways.

• Assist with research on new concepts, best practices and the latest trends that drive social media to increase metrics and reader engagement.

• Comfortable and competent when working with an online content management system.

• Have an understanding of Google Analytics and CrowdTangle as well as the ability to analyze statistics in order to improve cross-platform opportunities and increase reader engagement.

• Have a deep understanding of the tools, rules and opportunities of social media engagement with news and opinion content.

• Use responsible news judgment and knowledge of libel laws.

• Comfortable with Facebook Business Manager, Facebook Ads Manager, promoted social content and Instagram/Facebook Stories.

• Maintain a high degree of contact with editorial and marketing departments to maximize promotion of news and opinion content.

• The position requires strong writing and communication skills. Must demonstrate attention to detail. A collegial manner and excellent interpersonal skills are a must.

• Video production experience a plus.

**Working Conditions:**

Fast-paced, often high-pressure newsroom environment with strict deadlines. Must be able to structure work assignments with minimal supervision. Evening, weekend and holiday hours will be required.

**Minimum Education:**

Bachelor’s degree required.

**Minimum Experience:**

Two to three years of relevant work experience with a minimum 1-2 years of demonstrated success in developing, implementing and managing the social media presence of a news organization across multiple social media platforms.
Exceptional written and oral communication skills with attention to detail. A collegial manner and excellent interpersonal skills are a must.

Demonstrated working knowledge of online content management systems. Must have in-depth knowledge of SEO and keyword search. Strong working knowledge of social media monitoring and communication tools.

Video production experience is a plus.

COMPETENCY REQUIREMENTS

KNOWLEDGE AND SKILLS REQUIREMENTS

Have a deep understanding of the tools, rules and opportunities of traditional and social media engagement with news and opinion content. Ability to populate social media accounts. Must have in-depth knowledge of SEO and keyword search. Exceptional organizational and communication skills (oral, written, interpersonal).

Ability to make decisions in a changing environment and anticipate future needs. Strong project management skills and proficiency at managing multiple and time-sensitive projects. Technologically savvy.

ANALYTICAL ABILITY

Have an understanding of Google Analytics and CrowdTangle as well as the ability to analyze statistics in order to improve cross-platform opportunities and increase reader engagement. Look for opportunities to promote Washington Times content in new and creative ways.

Ability to take initiative, prioritize and manage multiple tasks simultaneously across multiple projects. Possess keen attention to detail and accuracy. Organize and coordinate operations to ensure department effectiveness and efficiency. Flourish in a challenging but enjoyable environment. Give full attention to what other people are saying, take the time to understand the points being made and ask appropriate questions. Use logic and reason to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

DEPLOYMENT

Assist in the development and execution of strategy to promote Washington Times content, expand reader engagement across multiple media platforms and increase Washington Times brand recognition.

Represent The Washington Times in a professional manner internally and externally at all times.