



Job Title: Manager, Social Media & Community
Reports To: Chief External Relations Officer/Sr. Marketing Manager
FLSA Status: Exempt
Department: External Relations/Marketing
Location: Remote

About SHPE

SHPE (Society of Hispanic Professional Engineers) is a nonprofit organization serving and advancing Hispanics in STEM. With more than 13,000 student and professional members, SHPE's mission is to change lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development. To accomplish this, SHPE provides a variety of programming, services, resources, and events, including hosting the largest Hispanic STEM convention in the nation. For more information, visit <http://shpe.org>.

Mission

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support and development.

Vision

SHPE's vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians and engineers

Job Description

The Social Media & Community Manager manages the strategy and day-to-day execution of SHPE's social media activities and supports the Marketing department with responses to inquiries, minor graphic design, video editing, and communications projects specifically related to the Industry Partnership Council (IPC) and executing their benefits. The ideal candidate will have a can-do, proactive attitude with strong organization, customer service, and communication skills to be able to keep up with the many stakeholders with whom they work. They will also have a keen attention to details and ability to make decisions as needed in a high-pressure environment.

Responsibilities:

- Oversee the strategy and execution of social media including writing and designing posts, planning campaigns, reporting analytics, and engaging with followers across multiple platforms.
- Develop media including graphics, videos, gifs, etc. to use for social media.
- Develop and execute a plan for recruiting, using, and managing social media ambassadors from the region for takeover days and other targeted campaigns and then manage their participation.
- Manage the SHPE YouTube account and grow followers.



- Serve as “on-air” talent for social engagement on various platforms.
- Develop and execute methods to grow engagement across all social media platforms.
- Complete minor, internal graphic design projects like resizing logos, creating web and social graphics, and supporting the SHPE team with simple graphic requests.
- Day-to-day marketing support including responding to marketing alias emails, proofreading emails and design projects (prospectus, corporate brochures, fliers, presentations, etc.), and keeping the MarComm planning calendar updated with social media and IPC marketing activities.
- Execute IPC marketing benefits including gathering logos, updating the IPC website page and banner, social media posts, website banners, and email blasts.
- Make basic website updates, including editing pages and adding new pages, especially in relation to executing IPC benefits.
- Secure banner art from IPCs for *SHPE Nation* newsletter as needed.
- Manage communication between Corporate Relations and Marketing leads, especially as related to IPC benefit scheduling and execution.
- Other duties as assigned.

Desired Skills and Experiences

- Believe in the mission and vision of SHPE
- Strong interpersonal communication skills (written and verbal)
- Strong planning and organizational skills
- Detail-oriented
- Strategic thinker
- Proactive
- Flexible
- Dependable and able to work without significant supervision
- Ability to partner and build relationships with team members, SHPE members, and vendors
- Practice utmost professionalism in multicultural setting
- Ability to oversee volunteers as needed
- Ability to work with variety of constituents such as corporate partners, board members, vendors, and volunteers
- Ability to work collaboratively and independently
- Working knowledge of MS Office
- Working knowledge of registration systems, including ability to analyze and report on registration information
- Willingness to learn marketing tools including, but not limited to, Canva, Buffer, Craft, Adobe, Constant Contact, NetCommunity, Link.tree, and all social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.)

Mandatory Job Qualifications

- Minimum Education: Bachelors degree or 2+ years related experience



Job Experience required:

- At least 2+ years of marketing, customer service, and/or related non-profit experience
- Proven customer service record
- Ability to analyze demographic and marketing statistics

Demonstrated Competencies:

- Displays passion for and responsibility to the customer
- Displays leadership through innovation
- Displays a passion for what you do and a drive to improve
- Displays a relentless commitment to excel
- Displays personal and organizational integrity

Work Environment:

- Moderate noise level
- Fast-paced
- Although tasks may be routine, day to day is always different
- Attendance at SHPE events including conferences, IPC meetings, and planning sessions
- Less than 25-35% Travel
- Available to work outside standard work hours for social media engagement

Physical Demands:

- Ability to stand one-third of the time.
- Ability to lift 10 lbs. or less one-third of the time.
- Ability to walk one-third of the time.
- Ability to sit more than two-thirds of the time.
- Ability to talk and hear two-thirds of the time.

Employee Name: _____ Supervisor Name: _____

Employee Signature: _____ Supervisor Signature: _____

Date: _____ Date: _____