**Position Description: Social Media Manager**

**Position Overview:**

Partec Consulting Group (Partec) seeks a skilled and motivated social media professional to join our team. As a social media expert, you will be crucial in developing and implementing effective social media strategies to enhance our online presence, engage our target audience, and build our brand awareness. In addition, you will help promote a unique project we are launching that focuses on providing a range of supports to help strengthen the organizational infrastructure of Black, Indigenous and People of Color (BIPOC)-led organizations in Marion County, Indiana.

**Responsibilities:**

1. Social Media Strategy Development: Collaborate with Partec team members to create comprehensive social media plan with goals and objectives. Regularly evaluate and adjust plan and strategies based on industry trends and platform updates.
2. Content Creation: Develop engaging, informative, and visually appealing content for various social media platforms, including but not limited to LinkedIn, Twitter, Facebook, Instagram, and YouTube. The content should showcase the work of our infrastructure development project along with our thought leadership. Specific attention must be placed on promoting our training sessions and highlighting our clients on different platforms.
3. Social Media Management: Oversee all social media accounts, ensuring regular and consistent posting. Schedule and publish posts at optimal times to maximize audience reach and engagement.
4. Community Engagement: Actively engage with our audience, and respond to comments, messages, and inquiries promptly, fostering a positive and professional online presence. Monitor online conversations related to our brand and industry.
5. Social Media Advertising: Plan, execute, and optimize social media campaigns to increase brand visibility, and website traffic.
6. Analytics and Reporting: Utilize social media analytics tools to track key performance indicators (KPIs) and provide regular reports on the effectiveness of social media campaigns. Use data insights to make data-driven decisions and continuously improve social media strategies.

**Qualifications and Skills:**

* Proven experience as a Social Media Specialist or similar role, with a strong portfolio showcasing successful social media campaigns.
* Prior experience working in BIPOC communities or with BIPOC-led organizations.
* In-depth knowledge of various social media platforms, best practices, and analytics tools.
* Excellent written and verbal communication skills with the ability to create compelling content.
* Creative mindset with a keen eye for design and visuals.
* Strong understanding of social media advertising and targeting techniques.
* Analytical skills to interpret data and draw actionable insights for continuous improvement.
* Ability to work independently, manage time effectively, and meet deadlines.

**Contract Details:**

* This is a contract position for a fixed term of one year, with the possibility of an extension based on performance and business needs.
* The contracted social media professional will work remotely and is expected to have their own necessary equipment and software.

Interested candidates should submit their qualifications and proposals to [opportunities@partecgroup.com](mailto:opportunities@partecgroup.com)