



DOWNTOWN PARTNERSHIP

Job Description: Social Media Specialist

The Social Media Specialist at Downtown Partnership of Baltimore is an external facing skilled tactician with experience managing public relations and social media communications that grow, promotes, and elevates brand visibility. This position works on and executes social media plans, monitoring results and adjusting strategy as needed to optimize ROI. Responsibilities include sharing stories and initiatives of Downtown Partnership of Baltimore (DPOB) and Downtown Management Authority District (DMA) along with media and marketing to include the Bromo Arts District, Center Plaza Foundation, and Baltimore Restaurant Week.

Essential Functions

- Implements strategic social media plans for DPOB, DMA, related sub brands and initiatives
- Develops engaging social content that adheres to best practices and pushes the envelope in new ways to drive engagement and deepen stakeholder relationships.
- Proactively engaging in outgoing conversation for all social media accounts
- Ensuring social creative aligns with brand guidelines and is optimized for each social channel
- Fares social listening, analytics with monthly reporting, providing insights and recommendations to optimize ROI.
- Visual storytelling through video, photography, social posts, and other content creation methods
- Contributes to project and/or annual planning documents
- Regularly demonstrates knowledge of current news and industry landscape

Responsibilities include:

- Craft compelling content including blog posts, social media posts, photos, polls, and quizzes.
- Media influencer sourcing and outreach
- Delivers concise, accurate and actionable accounts of meetings and discussions.
- Recommends strategic social media advertising options
- Collaboration with creative team members to develop engaging content including video, text, still imagery, and animation
- Collaboration with external media team
- Closely watches and evaluates trends to proactively drive business
- Tracks growth of social channels and implements web growth strategies in conjunction with VP Marketing and Communications, and Chief Marketing Officer
- Tracking media hits
- Onsite event support along with the ability to interact to provide customer assistance.
- Other duties as assigned

Qualifications:

- Bachelor's Degree in public relations, communications, journalism, marketing, advertising, English, or other related field of study

- 2-3 years' professional experience managing social media accounts/campaigns.
- Must thrive working within a fast-paced, innovative environment

Skills and experience to include:

- Must have a clear understanding of best practices for Facebook, Instagram, Tik Tok, LinkedIn and Twitter
- Experience with Sprout Social, Facebook Ad Manager, Hootsuite, and Google Analytics a plus
- Experience in design programs required- Canva and Adobe preferred.
- Experience in influencer marketing a plus
- Innovation with content creation and storytelling
- Exceptional writing skills and analytical skills
- Extreme attention to detail and strong organizational skills
- An ability to meet deadlines while multi-tasking across campaigns & projects.
- Experience with non-profits, events, retail, or urban placemaking a plus.
- Agency experience a plus.

Position Type/Expected Hours of Work

This is a full-time non-exempt position on site at DPOB.

Occasional evening and weekend work may be required as job duties demand.

Includes the ability to lift up to 30 lbs.

This role reports to the VP of Marketing and Communications.

Application

You can apply online, at <https://godowntownbaltimore.com/job-application/>, or by emailing your resume, cover letter, and any other application materials to careers@dpob.org, with the subject line "Social Media Specialist Application."