

## Senior Manager, Social Media

**Position Title:** Senior Manager, Social Media

**Reports to:** Vice President, Media Relations and Enterprise Initiatives

### Position Summary:

Responsible for developing, managing and executing AHLA's social media strategy while proactively seeking opportunities to further advance the organization and its mission through partnerships, campaigns, stakeholder engagement and growing social media channels.

### Responsibilities:

- Generate, edit, publish and share engaging social media content daily (e.g. original text, photos, graphics, videos and news) on popular social media platforms, such as Twitter, Facebook, YouTube and LinkedIn
- Day-to-day management and execution of advocacy and association social media campaigns, ensuring a consistent voice across multiple platforms
- Oversee the creation and implementation of a monthly editorial calendar, which includes performance objectives
- Create actionable plans to both grow and maintain followers, measuring, analyzing and reporting on progress
- Continually monitor all AHLA social media platforms and brand mentions
- Collaborate with other AHLA teams to create holistic and varied content
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Other duties as assigned

### Education and Experience:

- Bachelor's degree
- Five years of experience in journalism and/or communications
- Experience producing high-quality photos and graphics is required
- Experience working on Capitol Hill, at a PR agency or "in-house" is preferred
- Familiarity with public affairs and public policy

### Skills and Attributes:

- Excellent written communication skills; team player with a high level of professionalism, self-motivation with the ability to know when to ask for guidance, and positive attitude.
- Excellent, editing and proofreading skills
- Meticulous attention to detail
- Exceptional organizational and time management skills with the ability to multi-task and prioritize work assignments
- Fluent in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Demonstrated ability to effectively and comfortably interact, deliver sound counsel, and gain the trust of senior executives
- Team player with a high level of professionalism, self-motivation, ability to learn quickly and positive attitude
- Ability to effectively and efficiently devise and implement strategy

- Enjoy working in a fun, fast-paced, entrepreneurial environment and an ability to work both independently and collaboratively across the organization
- Ability to learn quickly and positive attitude. Customer service focused.

**Other:**

- Position is based in Washington DC
- Domestic travel required

**AHLA is an equal opportunity employer. We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization. We celebrate diversity and are committed to creating an inclusive environment for all employees.**

**EOE**