
Title

Multimedia and Advertisement Manager

Purpose

The Multimedia Manager will implement the company's Social and Online Media marketing for advertisement.

Qualifications

Be a highly motivated individual with experience and a passion for designing and implementing the Company's content strategy, creating relevant content, blogging, community participation and leadership.

- Prior experience in marketing a plus
- Demonstrates creativity and documented immersion in Social Media
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound
- Displays in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest etc.)
- Maintains excellent writing and language skills
- Enjoys a working knowledge of the blogging ecosystem relevant to the Company's field
- Displays ability to effectively communicate information and ideas in written and video format
- Exceeds at building and maintaining relationships, online and off
- Is a Team player with the confidence to take the lead and guide other employees when necessary (ie: content development, creation and editing of content, and online reputation management)
- Makes evident good technical understanding and can pick up new tools quickly
- Possesses functional knowledge and/or personal experience with WordPress
- Demonstrates winning Social Customer Service techniques. Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues

Time Requirements

5 hours a week; flexible; work-from-home option

Start/End Date or Term Length

6 months

Responsibilities/Activities

Administration includes content strategy, develop brand awareness, generate inbound traffic and cultivate leads and sales.

Manage Social Media marketing campaigns and day-to-day activities including:

- Curate relevant content (Events, Cancer facts, Beneficiary Updates, Road Warrior Corp. Facts, etc.)
- Create, curate, and manage all published content (images, video and written)
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales
- Conduct online advocacy and open stream for cross-promotions
- Develop and expand community and/or blogger outreach efforts
- Oversee design of online media
- Design, create and manage promotions and Social ad campaigns
- Become an advocate engage in dialogues and answering questions where appropriate
- Demonstrate ability to map out marketing strategy
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly
- Monitor trends (#mcm, #wcw, #tbt)
- Identify threats and opportunities
- Analyze and revise the online media campaigns.
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Help create Seasonal Newsletter

Evaluation



Media will be analyzed periodically and discussed at weekly meetings.

Performance Measures

Five objectives for marketing:

1. Growth of Likes
2. Reach
3. Engagement
4. Leads
5. Sales

Probationary Period

Our probationary period for this position is 1 month long; during which the board members carefully consider whether your meeting our standards and expectations of the job and if you should be retained by the Road Warriors Corp as a “regular” volunteer/employee.

Benefits

Learn about our organization; See if this a career path for you; Networking opportunities; May lead to a permanent employment opportunity; Gain Experience; Gain new skills; Strengthen your CV; Help People; Service Hours; Thanks/Rewards; Contribute to our Goals; Approved Reimbursements

Orientation/Training

Adequate training will be provided to ensure that all new staff, students, and regularly scheduled volunteers have the knowledge base to work in their agreed position.

Supervisor

Latisha “Lety” Gonzalez; Executive Administrator

Reimbursement Procedure

A proof of the expense should be submitted in writing (may be in the form of receipt). The supervisor and board members will review the expense to determine whether it is valid. Once approved a reimbursement will be arranged with associated parties.

Grievance Procedures

The grievance will be submitted in writing. The supervisor and board members will review the grievance to determine whether it is valid. Then a discussion of complaint with associated parties.

Anti Discrimination Statement

The Road Warriors Corp. does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.

Confidentiality Statement

All Road Warrior Corp information, beneficiary information, employee/volunteer records, financial and operating data of the practice, and any other information of a private or sensitive nature are considered confidential. Confidential information should not be read or discussed by any one unless pertaining to his or her specific job requirements. The unauthorized disclosure of the confidential information by employees/volunteers can subject each individual involved to civil and criminal liability. Disclosure of confidential information to unauthorized persons, or unauthorized access to, or misuse, theft, destruction, alteration, or sabotage of such information, is grounds for immediate disciplinary action up to and including termination.