



MISSION SAN JUAN CAPISTRANO SOCIAL MEDIA ASSISTANT JOB DESCRIPTION

SUMMARY:

The Social Media Assistant is a part time, nonexempt, at-will position at the Historic Mission San Juan Capistrano reporting to the Brand Marketing Director. The Social Media Assistant is primarily responsible for creating in-house marketing materials to be posted on various social media platforms and support the Brand Marketing Director as needed. The Social Media Assistant will provide direct support in strengthening the organization's overall performance and in keeping with the Mission's values of Safety, Service, Stewardship, and Guest Experience.

REPORTS TO: Brand Marketing Director

SUPERVISION RECEIVED AND EXERCISED: Receives general direction from the Brand Marketing Director

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Typical duties may include, but are not limited to the following:

- Design and develop marketing materials for social media postings to support the marketing and communication of events and activities.
- Create all materials in keeping with the standards of the Mission's adopted Style Guide.
- Support the Brand Marketing Director on projects as assigned.
- Present drafts of all materials to the Brand Marketing Director and/or Executive Director, as needed, for review and approval.
- Manage projects as assigned within an established schedule and timely manner.
- Provide support to all Mission Signature events, as needed and directed.
- Maintain professional respect for and confidentiality concerning Mission records, donors, members, or other sensitive data.

- Provide support and positive coordination across department lines in keeping with the overall goals of the Historic Mission and Mission Preservation Foundation.
- Perform related duties and responsibilities as required and assigned.

QUALIFICATIONS:

Knowledge, Skills, and Abilities:

- Ability to work with a minimum amount of supervision under time sensitive conditions.
- Proficient in creating dynamic graphic and video content for social media platforms (Facebook, Instagram, etc.) and competent in MS Office Suite, MacOS, and Basic HTML.
- Proficient in social media marketing management platforms such as Later, Sprout Social, etc.
- Excellent proof-reading abilities.
- Ability to provide excellent customer service to staff.
- Good working knowledge of general office practices and procedures including the use and operation of standard office equipment.
- Ability to understand and follow established operating procedures.
- Ability to perform duties in a professional manner and appearance.
- Ability to exhibit accurate, dependable, and reliable work habits.
- Ability to manage and prioritize multiple projects effectively.

EDUCATION AND EXPERIENCE:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain knowledge and abilities would be:

Education: College degree in marketing or graphic design.

Experience: One-two years' experience with digital photography or graphic design with portfolio or examples of work. Nonprofit experience a plus.

WORKING CONDITIONS:

- Working environment includes indoor office setting.
- Extensive contact with the public.
- Job functions may require maintaining the physical condition necessary for sitting prolonged periods of time; climbing stairs; walking on uneven ground; reaching or kneeling; extensive use of computer keyboard; ability to lift 20 to 25 pounds.
- Schedule will include weekdays with occasional evening and weekend shifts during Mission events.