



Title: Senior Social Media and Website Specialist

FLSA Status: Exempt

BRIEF DESCRIPTION:

This purpose of this position is to serve in a lead capacity in the planning, coordination and execution of the Sacramento Regional Transit District’s (RT) various social media and web-based campaigns. This is accomplished by serving as a subject matter expert in electronic communication initiatives; monitoring, analyzing and reporting performance results; serving as RT’s expert on social media and electronic communications programs, trends, best practices, policies and emerging technologies; collaborating with staff to manage and enhance RT’s presence, and interaction with its customers, audiences, and social communities; being fluent in the full array of social media and electronic communication tools, channels, and networks, as well as web design, creation and maintenance; and effectively communicating and disseminating RT information, and educating and building support and advocacy for RT initiatives.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	(L) Light Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	(M) Medium Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	(H) Heavy Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	(V) Very Heavy Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.
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#	Code	Essential Functions	% of Time
1	S	Develops, coordinates and implements integrated social media programs, projects and activities using best practices and techniques to increase organizational visibility, presence, and interaction with its customers, audiences, partners, and social communities/followers and to generate new revenue opportunities. Interacts and engages daily with customers and general audiences on a variety of social sites, including Facebook, Twitter, Instagram, etc. Takes a lead role in social customer service and satisfaction, and provides timely responses to questions and concerns. Serves as the primary point of contact for RT’s social media platforms. Monitors, tracks and analyzes utilization of social media, and recommends improvements to increase effectiveness.	35%
2	S	Develops, implements and maintains integrated website to engage, build and improve relationships with internal and external stakeholders by generating, editing and publishing daily content; manages programming, content management software and third-party website services; works with staff to define organizational needs and expectations; prepares final website design and user	30%



		documentation necessary for programming and oversees the installation and updating of application packages, databases, development tools, and other related elements. Monitors, tracks and analyzes utilization of website, and recommends improvements to increase effectiveness.	
4		Provides guidance related to RT's social and web-based media campaigns, assesses business needs, recommends and implements solutions to enhance social media goals and strategies and manages internal and external resources to implement social and web-based media programs, projects and activities. Aligns website and social media strategies with integrated marketing and communications strategies, assists with defining project scope, deliverables, schedules, budgets, and task lists, tracks projects from initiation to successful completion and prepares reports on projects and other activities.	15%
3	S	Writes and edits social media content, website content, press releases, news articles, ads; writes, produces and edits videos for electronic dissemination.	10%
4	S	Represents RT at events and activities; conducts presentations to internal and external audiences; and develops, coordinates and implements marketing and promotional campaigns.	10%

JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	<p>Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four (4) years of an accredited college or university resulting in a Bachelor's degree or equivalent in Journalism, Communications, Multimedia and Digital Media Production or a closely related field.</p> <p>Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.</p>
Experience	A minimum of five (5) years' experience in digital communications with two (2) years' experience in a lead or supervisory strategic communications role.
Supervision	Work requires functioning as a lead worker performing essentially the same work as those directed, and includes overseeing work quality, training, instructing, and scheduling work.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.



Freedom to Act	The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has limited fiscal responsibility. May assist in the collection of data in support of recommendations for departmental budget allocations. May monitor division or program/project level budget and expenditures.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



KNOWLEDGE
<ul style="list-style-type: none"> • Principles of effective public and internal communications, copywriting and digital marketing, including targeted social media. • Advanced understanding of social media and website marketing principles, best practices, tools and technologies. • Principles of project management. • Principles of effective stakeholder relationships and partnerships. • Principles of website design and maintenance, web software, workflow, and integration into business applications. • Evolving Web standards. • Strong understanding of social media, monitoring and related platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google+, YouTube, Snapchat, Flickr, Hootsuite, Sprout Social, Bitly, etc). • Advanced computer software editing programs (Final Cut Pro, AVID and Adobe Creative Suite and video equipment (cameras, microphones and lighting). • Advanced web design and content management systems, including (HTML/XHTML, CSS, Flash, JavaScript, WordPress, etc.). • Computer system security, data security, and application security practices

SKILLS
<ul style="list-style-type: none"> • Specialized software related to website development • Content marketing and analytics. • Persuasive copywriting.

ABILITIES
<ul style="list-style-type: none"> • Write and edit content across platforms. • Administer a variety of actions to RT’s web portals, including creating and manipulating data in various business systems. • Develop, coordinate, manage and monitor web content and electronic information and effectively address and resolve related issues. • Stay abreast of latest software, web tools and databases for creating and maintaining web pages. • Develop, coordinate and manage effective social media campaigns and initiatives from concept to final product launch while adhering to project budgets and schedules. • Monitor, analyze, interpret, and report social media campaign performance and results, and recommend and implement solutions and strategies. • Monitor marketing and social media trends. • Plan, develop and execute social media strategies to enhance RT’s presence and interaction with its customers, audiences, communities, and partners, and improve customer service relationships. • Review, monitor, and provide guidance to employees, consultants or vendors who



are working on assigned projects.

- Manage marketing efforts across social media platforms.
- Manage multiple projects simultaneously using good organization skills, make sound decisions, and prioritize responses to properly resolve issues or situations.
- Prepare clear and comprehensive correspondence, reports, presentations, web content, and other materials.
- Prepare and manage a project budget.
- Lead and facilitate discussions with large, diverse groups of individuals.
- Effectively and concisely communicate with various communities, audiences, and customers, both verbally and in writing.
- Reason logically, take initiative, analyze complex issues or situations, and formulate and implement appropriate actions independently.
- Promote teamwork and collaborative problem solving with diverse and cross-functional staff.
- Effectively represent RT in a variety of official capacities.
- Establish and maintain cooperative working relationships with those contacted in the course of work.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with “X”-

Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.		Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never Never occurs.
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Communicating with co-workers
Sitting	C	Desk work; meetings
Walking	O	To other departments/offices; around worksite
Lifting	O	Supplies; equipment; files
Carrying	O	Supplies, equipment; files
Pushing/Pulling	O	File drawers; equipment
Reaching	O	For supplies; for files
Handling	O	Paperwork
Fine Dexterity	C	Computer keyboard
Kneeling	O	Filing in lower drawers; retrieving items from lower shelves/ground
Crouching	O	Filing in lower drawers; retrieving items from lower shelves/ground
Crawling	R	Under equipment
Bending	O	Filing in lower drawers; retrieving items from lower shelves/ground
Twisting	O	From computer to telephone; retrieving items from lower shelves/ground
Climbing	R	Stairs
Balancing	R	On step stool
Vision	C	Reading; computer
Hearing	F	Communicating via telephone/radio to co-workers/public
Talking	C	Communicating via telephone/radio to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Calculator, telephone, scanner, fax machine, vehicle, computer and associated hardware and software.



ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	R
Fire Hazards	R
Explosives	N
Communicable Diseases	R
Physical Danger or Abuse	R
Other	

-Environmental Factors-	
Respiratory Hazards	S
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	S
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	O
Other	

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other	
Recreation/Neighborhood Center			

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.