

## **Social Media Recruitment Coordinator**

Downtown, Chicago, IL, US

**Salary Range:** \$38,500.00 To 42,000.00 Annually

### **POSITION SUMMARY**

The Social Media Recruitment Coordinator serves as SOS Children's Villages Illinois' primary resource for social media activities and creating and maintaining referral partner relationships. This individual ensures that SOS Children's Villages Illinois' internal and external image is appealing, branding compliant, and representative of our mission as well as ensuring that the web and local presence is targeted towards appropriate audiences for creating and maintaining a consistent lead flow of qualified Foster Parent candidates.

Working in collaboration with the Director of Communications and the Chief Strategy Officer, this position is responsible for designing and outputting print and web content, and executing a consistent marketing strategy for the agency across print, web, social media, in-person, online, and other channels of recruitment engagement.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Executes owned, shared, and paid social media strategies with special attention to research and best practices, benchmarking, and messaging, with particular focus on Foster Parent recruitment.
2. Creates and maintains a social media editorial calendar and manages publishing schedule of content both on the website and across social channels based around: brand awareness, Agency performance, recruitment, and fundraising.
3. Coordinates, with the approval and direction of the Director of Communications and the Chief Strategy Officer, all components of paid social media, including ad manager accounts, ad budgeting, ad strategy and reporting. Researches and tests best practices for paid social spending, targeting, and testing.
4. Researches and identifies potential referral partnerships with other organizations and develops and maintains successful referral relationships.
5. Researches appropriate community engagement activities for the purpose of Foster Parent recruitment, presenting recommended opportunities to the Chief Strategy Officer on an ongoing regular basis.

6. Composes, edits, and shares regular and consistent content via social media channels such as Facebook, LinkedIn, Twitter, Instagram, and other emerging social media platforms; oversees social media posting and activity of all other account users and promoters
7. Monitors tags and messages directed towards SOS Illinois to ensure proper representation. Actively engages and responds to followers on all social media platforms.
8. Assists with, updates, and tracks performance of [sosillinois.org](http://sosillinois.org). Creates all new and edits existing pages, forms, and sliders. Monitors and reports on Google Analytics for site traffic, unique engagement, user demographics, traffic sources, etc.
9. Works with and supports copywriters for the [sosillinois.org](http://sosillinois.org) blog, supplies content resources, reviews and edits posts, provides photos and graphic elements, and uploads posts to website. Periodically researches and writes blogs for [sosillinois.org](http://sosillinois.org).
10. Develops, sends, and tracks monthly and/or as needed SOS Illinois external e-newsletters. Updates e-newsletter subscriber list. Researches best practices for increasing open, engagement, and subscriber rates.
11. Performs analytics and writes reports to track overall reach and outcome of social media efforts on recruitment, fundraising, and general brand awareness.
12. Assists conceptualizing, planning, and creating written content such as social media toolkits, one-sheets, and social media guidelines for external and internal stakeholders.
13. Ensures external digital use of Agency logos, messaging, and photography are in compliance with the SOS Children's Villages International and SOS Illinois branding and DCFS guidelines.
14. Coordinates and develops appropriate visual materials to support print, web communications, and social media campaigns for Agency initiatives including: recruitment, outreach, quality, and development activities.
15. Ensures proper use of Agency logos and photography in compliance with the SOS Children's Villages International branding and photography guidelines.
16. Promotes and represents SOS Children's Village Illinois in its relationships with other individuals, community agencies, organizations, and the media wherever assigned in a dignified, ethical, and impeccable manner.
17. Works alongside the Director of Communications and Chief Strategy Officer in setting, measuring, and assessing monthly, quarterly, and annual goals.
18. Prepares all relevant marketing and media data for internal and external reporting, including EMT reports, Board of Director reports, Communications Committee Reports, etc.

19. Complies with all SOS policies, state, federal, county and city laws, rules and regulations.
20. Attends general agency staff meetings, in-service education/training, individual supervision, and other meetings as directed by the Director of Communications.
21. Performs such other duties as may be assigned.

**MINIMUM QUALIFICATIONS:**

1. Commitment to SOS Children's Villages Illinois' philosophy and mission.
2. Bachelor's degree in marketing, human resources (with experience in Recruitment), social sciences, or related field.
3. A minimum of one-year experience in print and/or digital marketing, social media management, sales, recruitment, or related communications strategies.
4. Demonstrated proficiency to use Adobe Creative Suite (Photoshop, InDesign, and Illustrator) and Microsoft Office.
5. Experience with or willingness to learn social media scheduling and research platforms.
6. Strong verbal, written and presentation communication skills; close attention to detail.

Link to apply:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=9328f242-28b7-486f-8c4d-bae2d0926232&cclid=19000101\\_000001&jobId=422584&lang=en\\_US&source=CC4](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=9328f242-28b7-486f-8c4d-bae2d0926232&cclid=19000101_000001&jobId=422584&lang=en_US&source=CC4)