

Project Management Institute New York City Chapter

Social Media Manager

The PMINYC Marketing & Communications team serves as the voice of the organization and its mission & vision. We position the chapter for success by developing a brand identity that establishes a consistent presence in the community where we can make a positive impact. We'd love to connect with you and to join together in our work driving the growth of our organization as well as promoting visibility, awareness, and engagement in our membership.

Position Description

As our social media manager, you'll manage our organization's online presence by developing a content strategy, producing engaging content, analyzing usage data, facilitating customer service and managing projects and campaigns.

Responsibilities

Primary responsibilities include:

- Curating and creating content on social media (posts, stories, engagement)
- Interacting with the audience, responding to messages, and moderating comments/posts
- Developing campaigns across a given channel(s)
- Monitoring hashtag and social listening to mentions
- Reporting analytics to the DMO
- Research trends on social media for campaign strategy

Reporting & Communications Structure

This position reports to the Vice President of Marketing & Communications.

Skills & Experience Required

- Open to being trained in new skills.
- Exposure to project management experience at a managerial, executive level.
- Ability to network and initiate conversations with executive/senior management with a view to promoting the New York City Chapter of the Project Management Institute.
- Excellent communication and organizational skills.
- Ability to be a team contributor, tenacious, responsive and be open and accessible, as necessary.



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Commitment Required

- One hour per week.
- Participate in regular bi-weekly team meetings as well as planning sessions required for special projects.
- Attend Chapter meetings and other PMINYC leadership training and functions.

Anticipated Benefits to Volunteer

- Earn PDUs (1 PDU per hour served, - Giving Back Category)
- Build leadership skills and strong networking relationships
- Produce documentable career-enhancing achievements

Contact for Further Information

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