



# SWINOMISH INDIAN TRIBAL COMMUNITY

Human Resources  
11404 Moorage Way  
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Is this a Testing Designated Position as described in the Drug and Alcohol-Free Workplace Policy?	
Do the duties and responsibilities of this position involve regular contact with, or control over, Indian children or elders?	

Indian Preference in Hiring shall apply to Swinomish Indian Tribal Community job opportunities.

**JOB TITLE:** Social Media Specialist  
**DEPARTMENT:** Communications

### POSITION SUMMARY:

The Social Media Specialist is responsible for planning, developing, and administering social media content and strategies with the objective to increase and enhance communication. Duties include monitoring and analyzing performance and effectiveness in order to consistently improve the Tribe’s social media presence and practices over time. The Social Media Specialist reports to the Communications Manager.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and execute social media campaigns and strategies that grow channels through meaningful content and community engagement
- Generate consistent, relevant, and engaging original content
- Collaborate with departments and programs to develop and/or coordinate content for social media and website use
- Moderate user-generated content, communicate with followers, and respond to inquiries in a timely manner
- Develop and maintain editorial calendars, post schedules, and campaigns
- Day-to-day oversight and optimization of social profiles and platforms
- Assist with crisis management, including preparing and posting critical information quickly
- Use analytics tools to monitor and evaluate performance; utilizing this information to positively affect future outcomes
- Prepare monthly or ad hoc reports on social media efforts and effectiveness
- Stay up to date with social media best practices, technologies, and emerging trends
- Perform other duties as assigned

### MINIMUM QUALIFICATIONS

- Bachelor’s degree in digital media, journalism, communications, public relations, marketing, or related field. An equivalent combination of education, certification and/or experience may be considered.
- Minimum of two years social media experience within a company, organization, government, or agency setting

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Excellent written and verbal communications skills
- Proactive team player with exceptional organizational skills
- Thorough understanding of social media administration and online publishing
- Ability to create visually appealing content that considers every aesthetic of a social post, from images to links to copy
- Experience utilizing analytics software and SEO
- Ability to manage time effectively, including the capability to balance deadlines with other high priorities
- Organized and detail oriented
- Knowledge of content creation tools such as but not limited to Adobe Spark and Canva

- Skills in Adobe Photoshop and Illustrator and/or video creation a plus
- Proficient with Microsoft Office applications and an aptitude for learning new software

**WORK ENVIRONMENT AND TIME COMMITMENT**

- This is a full-time position. Work schedule is 40 hours per week, including planned time for social media monitoring and attendance at events outside of regular tribal government administration hours
- Tasks are primarily performed indoors in an office setting
- Must have valid driver’s license
- Work may be performed under highly stressful conditions, and may involve extended periods of sitting, standing, or walking

**EMPLOYMENT CONDITIONS**

The Personnel Policies and Procedures of the Swinomish Indian Tribal Community apply to all employees. The position of Social Media Specialist is considered to be an exempt “standard hour” position. All offers of employment are contingent on the successful completion of a drug and alcohol screening. If the position involves regular contact with or control over children or elders, then a successful applicant must also meet minimum standards of character based on an extended criminal background check.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_