

Peace Officers Research Association of California
JOB DESCRIPTION

JOB TITLE: Social Media & Content Specialist

DEPARTMENT: Communications

REPORTS TO: President/COO

CLASSIFICATION: Nonexempt/Hourly

SUMMARY: The Social Media & Content Specialist plays a crucial role in shaping PORAC's public image and communication strategy. This position works under the supervision of the President and Chief Operations Officer, in coordination with the communications team to create, manage, and coordinate professional social media content, promotional materials, and other communications. The specialist will also assist with PORAC events, including the Annual Conference of Members, Symposium, and POREF Open Golf Tournament. This role also emphasizes strategic alignment with organizational goals through proactive messaging and real-time content management.

QUALIFICATIONS:

- Thorough understanding of social media management and how to run an effective social media program across all major platforms; including paid advertising, audience segmentation, and advanced targeting techniques; including development of graphics and social cards.
- Videography, video/audio editing and light graphic design skills.
- Excellent communication (oral and written) and presentation skills and demonstrated ability to communicate thoughts and ideas clearly and effectively.
- Commitment to excellence and high standards, and acute attention to detail.
- Good judgement with the ability to make timely and sound decisions.
- Ability to work independently and as a member of various teams and committees.
- Strong organizational, problem-solving, and analytical skills; able to manage priorities and workflow.
- Demonstrated ability to plan and organize long-term projects to meet year-over-year objectives.
- Must be a proactive, collaborative, creative and flexible team player, working well with others at all levels of the organization.
- Versatility, flexibility, and a willingness to work within constantly changing priorities.
- Willingness to travel as requested.
- This position requires a wide degree of creativity and latitude.
- Proficiency with content management systems (CMS) and email marketing platforms is a plus.

Social Media & Content Specialist (Continued)

KEY RESPONSIBILITIES:

1. Social Media Management:

- Develop and implement an effective social media strategy across all major platforms
- Develop performance reports to identify successful content and areas for growth
- Create, edit, and publish engaging daily content (text, images, video)
- Monitor and respond to social media interactions in a timely manner
- Use analytical tools to evaluate and improve social media performance
- Stay updated on social media trends and best practices

2. Content Creation:

- Capture and produce compelling original video, photography, and audio content
- Assist with the production of digital media initiatives, including but not limited to *On the Job with PORAC* podcast
- Design graphics and social cards adhering to PORAC's branding guidelines
- Create and optimize written content, such as blog posts, news releases, and promotional articles, to support key campaigns

3. Event Support:

- Travel to key PORAC events for content capture (Annual Conference of Members / Symposium / POREF Open / PORAC Institute)
- Provide real-time event coverage on social media, ensuring audience engagement
- Assist in marketing PORAC events

4. Brand Management:

- Collaborate with our affiliates to manage PORAC's reputation and increase brand recognition
- Monitor and address potential PR issues on social media platforms
- Contribute to brand strategy discussions and maintain consistent brand identity across all channels

5. Administrative:

- Manage the social media calendar and content archives
- Manage the PORAC website and app
- Prepare reports on social media performance and projects as required
- Maintain a repository of creative assets for ongoing use

DESIRED SKILLS:

- Proficiency in video and audio editing software, such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve
- Experience with graphic design tools like Canva, Adobe Photoshop, or Illustrator to create on-brand visual assets
- Familiarity with social media management platforms like Hootsuite, Buffer, or Sprout Social to schedule and analyze posts
- Basic understanding of SEO principles and tools like Google Analytics or SEMrush to optimize content reach and engagement

SUPERVISORY RESPONSIBILITIES:

- This position has no supervisory responsibilities.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee is frequently required to do the following:

- Sit for prolonged periods.
- Coordinate multiple tasks simultaneously.
- Occasional lifting of heavy objects may be required.

WORK ENVIRONMENT:

- The noise level in the work environment is usually quiet.

COMPENSATION:

- The salary range for this position is \$65,000 to \$70,000 – based on experience.