



**METROPOLITAN DEVELOPMENT AND HOUSING AGENCY
HUMAN RESOURCES DIVISION**

**Position Open: November 12, 2019
Position Closing Date: December 2, 2019**

Job Announcement

Position: SOCIAL MEDIA SPECIALIST

Salary: \$51,885

Under the direction of the Director of Communications, the social media specialist will contribute to the development and implementation of online communication strategies that enhance the agency's brand through the use of social media and other digital platforms

MDHA offers competitive salaries and an amazing retirement program. Our Mission is to create affordable housing opportunities, support neighborhoods, strengthen communities and help build a greater Nashville.

REQUIRED EDUCATION, EXPERIENCE AND LICENSES:

Bachelor's degree in Public Relations, Communications, Marketing, or a related field and two (2) years of relevant working experience in social media or similar role. Preference will be given to applicants with knowledge of the Nashville/Middle Tennessee area and those with experience in organizations similar to MDHA

ESSENTIAL FUNCTIONS

- Manage and monitor the agency's social media channels and actively participate in online conversations in real time to build brand visibility;
- Develop and implement the agency's social media strategy;
- Create and manage all published content including images, graphics, text, video, audio, etc.;
- Serve as photographer of all agency and property events;
- Create weekly social media calendar and event calendar;
- Design, create and manage promotions and ad campaigns that complement the agency's message;
- In coordination with communications staff, translate concepts, ideas and documents into appealing and engaging digital content that will increase followers;
- Develop and expand community and/or influencer outreach efforts that are consistent with agency's branding and marketing strategy;
- Build online advocacy in an effort to increase cross-promotion;
- Coordinate and recommend social media marketing tools, best practices and strategies to optimize outreach efforts;
- Analyze and report on performance for all social media efforts and utilize analytics/metrics, SEO tools and reporting tools to create benchmark reports;
- Identify important social media KPIs;
- Assist the Communications Department with planning, development and promotion of various agency programs, services and activities;
- Write, proofread and/or edit material for publication;
- Assist with website updates;
- Assist with community events such as groundbreakings and ribbon cuttings;
- Participate in community programs and committees as assigned by the director of communications;
- Perform all duties with the required level of discretion and/or confidentiality;
- Demonstrate a willingness to work weekends and after hours, as needed;
- Perform other duties as assigned by the director of communications.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

BEHAVIORAL SKILLS:

Ability to communicate effectively with residents of MDHA housing, MDHA staff, stakeholders, community members and the general public. Ability to speak effectively in public; ability to establish and maintain effective working relationships with coworkers, public and private entities; ability to write clearly and understandably; ability to work under tight deadlines; strong organizational skills.

TECHNICAL SKILLS:

Ability to plan, organize and direct various social media platforms; ability to establish and maintain effective working relationships with coworkers, public and private entities; ability to write clearly and understandably; ability to work under tight deadlines; ability to analyze data and make recommendations on utilizing social media in communications strategies; ability to conduct research and prepare reports; thorough knowledge of the principles, practices, laws and regulations pertaining to the publications, knowledge of programs and activities relating to urban and community development, affordable housing, project-based rental assistance, Section 8, workforce housing, commercial revitalization and the policies and procedures of MDHA; awareness of Nashville and Middle Tennessee regional media; working knowledge of social media, primarily, but not limited to Facebook, Twitter, Instagram and LinkedIn and other web applications; knowledge of photography and photographic equipment; ability to implement a social media campaign in support of MDHA's long-range goals.

PHYSICAL SKILLS:

Willingness, mental and physical ability to perform the duties involved in this classification, ability to perform work with or without an accommodation that requires sitting, standing, and walking, dexterity of hands and clarity of vision, speech and hearing and powers of observation, other physical duties as required.

EQUIPMENT USED

General office equipment, personal computer and automobile

SUPERVISION EXERCISED

As directed by the Director of Communications

LICENSE REQUIRED

Valid Tennessee driver's license

THE METROPOLITAN DEVELOPMENT AND HOUSING AGENCY IS AN EQUAL OPPORTUNITY EMPLOYER AND HIRES REGARDLESS OF RACE, COLOR, NATIONAL ORIGIN, SEX, SEXUAL ORIENTATION, GENDER IDENTITY, AGE, RELIGION, AND DISABILITY, GENETIC INFORMATION OR ANY OTHER LEGALLY PROTECTED STATUS.

Apply at www.Nashville-MDHA.org. Upon reviewing all applications submitted for job openings, the Human Resources Office will notify those applicants who are selected for personal interviews. Applicants selected for a position must successfully pass a pre-hire physical examination and drug screen in order to be hired. MDHA is certified by the State of Tennessee as a Drug-Free Workplace

**Metropolitan Development and Housing Agency
701 South Sixth St.
Nashville, Tennessee 37206
www.Nashville-MDHA.org
TDD#252-8599**

To request a reasonable accommodation or assistance with language interpretation, please call 615-252-8550.