Social Media Coordinator
Washington State Senate Republican Caucus

The Washington State Senate Republican Caucus is seeking a qualified candidate to fill the position of Social Media Coordinator. This is a permanent, full-time position.

DESCRIPTION:
The Social Media Coordinator will develop and execute a comprehensive social media strategy to achieve the Senate Republican Caucus (SRC) social media goals (increased followers, impressions, influencers, mentions, etc.) by reaching broader audiences to promote the work of the SRC.

DUTIES:
- Collaborate with public information officers, members, leadership, the communications director and the chief of staff to develop appropriate content for different social media platforms, according to Senate rules and ethics laws.
- Create and maintain a calendar of mission-related posts/campaigns to recognize target audiences, holiday and events in a way that reaches existing and new audiences.
- Maintain awareness of emerging social media platforms and evaluate for feasibility of caucus/member use and help develop best practices for those platforms.
- Strive to amplify the SRC's brand and annual messaging and agenda, with room to adapt as issues emerge and the political landscape changes.
- Develop a personal awareness of caucus history and priorities, as well as member history and priorities, so social media messaging is properly phrased and targeted.
- Support individual PIOs in their effort to provide social media coverage for their members.
- Contribute to the development of training protocols and policies for social media use and assist in training staff/members in Senate policy and ethics laws.
- Mentor staff as they expand their social media awareness, providing best practices and technical support.
- Stay current on social media trends and identify opportunities for the caucus and individual members.
- Establish benchmarks and monitor social media metrics to identify successes and room for improvement. Analyze and report on those metrics to the communications director and chief of staff.

QUALIFICATIONS:
- Experience in social media communications, monitoring and evaluation.
- Additional experience with content management systems for websites, particularly with WordPress, and with email clients such as GovDelivery, MailChimp and/or Constant Contact.
- Training in journalism, communications, marketing or similar discipline.
- Ability to exercise confidentiality and discretion.
- Ability to write digital content following AP style and principles of the writing style used in journalism.
- Experience using social media publishing, management and listening tools such as, but not limited to, Facebook Business Manager, Insights and Ad Manager; Hootsuite; Tweet Deck;
and various archiving platforms.

- Experience or familiarity with visual and information design, photography and videography.
- Experience creating memes, infographics and other visuals appropriate for social media.
- Experience with photo editing software or online application.
- Experience with database management.

Please submit your resume and a letter of interest via e-mail to kimberly.wirtz@leg.wa.gov, with the title/subject reading 2020 SRC Social Media Coordinator or you may send a copy of your resume and supplemental materials to:

Senate Republican Caucus
Attn: Kimberly Wirtz
PO Box 40462
Olympia, WA 98504-0464

Closing Date: Open Until Filled

The Washington State Senate is an equal opportunity employer.