
Job Title: Senior Social Media Specialist**Job Status:** Full-Time**Department:** Enterprise Communications**Job Grade:** 605**Reports To:** Enterprise Communications Manager**Work Setting:** Hybrid**Pay Status:** Exempt**Date Created/Updated:** 10/18/2024**Location:** Main Office

Position Summary

The Senior Social Media Specialist manages and executes the organization's social media strategy, developing engaging content, analyzing metrics, monitoring audience engagement, and running social media campaigns to boost brand awareness and drive traffic to digital platforms. The specialist will work closely with internal/external teams to ensure brand consistency and foster communication with followers.

Essential Duties & Responsibilities

- Develop, implement, and manage monthly and annual social media strategies that align with business goals.
- Create and publish engaging daily content across platforms such as Facebook, X, Instagram, NextDoor and LinkedIn
- Monitor and respond to comments, messages, and inquiries promptly and accurately, escalating as needed.
- Analyze social media insights and adjust strategies and tactics to improve engagement, growth, and conversion.
- Stay current with social media trends, tools, and platforms to enhance the company's social media presence continuously.
- Plan and execute social media campaigns and contests to increase follower engagement and brand awareness.
- Identify and engage with influencers and brand advocates to expand the company's reach.
- Report on social media ROI and present insights to leadership as required.
- Perform content management and SEO optimization to drive web traffic.
- Execute other duties, tasks, and special projects as assigned.

General Responsibilities

- Maintain regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines
- Adhere to NBU safety guidelines and practices at all times and in all situations
- Maintain a clean and safe work area, office, field site and vehicle as applicable
- Develop & maintain effective customer service skills for communications with co-workers, customers and the public in general
- Maintain strict confidentiality of business, employee and customer information in written and oral communications and safeguard sensitive documents
- Adhere to NBU policies and procedures
- Exemplifies NBU Core Values of Integrity, Stewardship, Team, Culture and Safety
- Participate in and support initiatives to reach annual NBU Performance Measures

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Field of Study: Marketing, Communications, Public

Work Experience Time Frame: Three Years or More

Relations or related field.

Other: Experience may be substituted for education.

Certification and Licensures Requirements

Valid Texas Driver's License

Other Minimum Qualifications

Qualifications:

- Bachelor's degree in Marketing, Communication, Public Relations or related field.
- Proven experience as a Social Media Coordinator or in a similar role.
- Hands-on experience in content management and social media marketing.
- Strong knowledge of social media platforms (Facebook, Twitter, LinkedIn, Instagram, etc.).
- Understanding of SEO and web traffic metrics.
- Experience with social media management tools (e.g., Sprout, Buffer, Hootsuite) and analytics tools.
- Strong written and verbal communication skills.
- Analytical mindset with critical thinking and attention to detail.

Preferred Qualifications:

- Certification in social media marketing or digital marketing.
- Experience with Canva online graphic design tool are a plus.
- Graphic design skills and experience with Adobe Creative Suite (Photoshop, Illustrator) are a plus.

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
ArcGIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AutoCAD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Access	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Excel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Word	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Microsoft Publisher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft PowerPoint	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other Software Knowledge

Adobe Creative Cloud Preferred, specifically InDesign

Experience with Machines, Tools, Equipment and Other Work Aids

[Click or tap here to enter text.](#)

Physical Demands

Standing: Frequently

Making Presentations

Observing Work Sites

Observing Work Duties

Communication with Co-Workers

Fine Dexterity: Constantly

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Frequently

- To Other Departments/Office/Office Equipment
- Around Worksite

Lifting: Rarely

- Supplies
- Equipment
- Files

Carrying: Occasionally

- Supplies
- Equipment
- Files

Sitting: Frequently

- Desk Work
- Meetings
- Driving

Reaching: Frequently

- For Supplies
- For Files

Handling: Constantly

- Paperwork
- Monies

Kneeling: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Climbing: Frequently

- Stairs

Other: Click or tap here to enter text.

- Ladder
- Step Stool
- Onto Equipment

Vision: Constantly

- Reading
- Computer Screen
- Driving
- Observing Worksite

Foot Controls: Occasionally

- Driving
- Operating Heavy Equipment
- Dictaphone

Balancing: Rarely

- On Ladder
- On Equipment
- On Step Stool

Bending: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground
- Making Repairs

Crouching: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground

Crawling: Rarely

- Under Equipment
- Inside Attics/Pipes/Ditches

Hearing: Constantly

- Communication Via Telephone/Radio/To Co-Workers/Public
- Listening to Equipment

Twisting: Frequently

- From Computer to Telephone
- Getting Inside Vehicle

Talking: Constantly

- Communication Via Telephone/Radio/To-Co-Workers/Public

Environmental Factors

	Never	Seasonally	Several Times Per Year	Several Times Per Month	Several Times Per Week	Daily
Extreme Temperature (Heat, cold, extreme temp. change)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory Hazards (Fumes, gases, chemicals, dust, and dirt)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and Vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Hazards (High voltage, dangerous machinery, aggressive Customers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health and Safety Conditions

	Never (Never Occurs)	Rarely (Less than 1 hour per week)	Occasionally (1/3 or more of the time)	Frequently (From 1/3 to 2/3 of the time)	Constantly (2/3 or more of the time)
Mechanical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable Diseases	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Danger or Abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Primary Work Environment: Office Environment

Other: Click or tap here to enter text.

Overall Strength Demands

- Sedentary - Exerting up to 10 pounds occasionally or negligible weight frequently, mostly sitting
- Light - Exerting up to 20 pounds occasionally, 10 pounds frequently, walking or standing often
- Medium - Exerting 20 - 50 pounds occasionally, 10 - 25 pounds frequently, or 10 pounds constantly
- Heavy - Exerting 50 - 100 pounds occasionally, 25 - 50 pounds frequently, or 10 - 20 pounds constantly
- Very Heavy - Exerting 50 pounds constantly

Non-Physical Demands

	Never	Rarely	Occasionally	Frequently	Constantly
Time Pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Employee Statement of Understanding

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYEE AGREEMENT BETWEEN NEW BRAUNFELS

UTILITIES (NBU) AND THE EMPLOYEE. Nothing in this position description restricts NBU's ability to assign, reassign or eliminate duties and responsibilities of this job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

Employee's Signature

Employee's Printed Name

Date