



Communications and Digital Specialist

DMI-Consulting is seeking a Communications, Digital and Social Media Specialist to be responsible for the development, management and monitoring of all social and digital strategies for the company and our clients – including the ANA’s AIMM. The candidate must have exceptional creative instincts, avid writing skills and a deep knowledge of social media & digital trends and the culture surrounding both established and emerging platforms to continually ensure that each touchpoint builds on another in order to continue building the AIMM brand.

Responsibilities

Communications

- Manage internal and external communications with clients, initiatives and programs
- Serve as liaison with communications/PR agency of record at AIMM
- Foster relationships with advocates and key persons
- Collaborate with other departments to manage company reputation, coordinate promotions, and increase reach
- Assist in communication of strategies or messages from senior leadership
- Monitor and update our website regularly and address clients’ queries
- Network with industry experts and potential clients to drive brand awareness
- Gather customer feedback to inform sales and product teams
- Collaborate with teams on the development and design of white papers and publications

Social Media

- Manage and monitor social media accounts including Twitter, LinkedIn, Instagram and Facebook
- Schedule company’s social media presence through engaging content and storytelling
- Optimize company pages within each social media platform
- Monitor member/client social accounts to maximize engagement and reshare pertinent content
- Monitoring platforms for communications, relevant member re-tweets, & hashtags
- Creating branded graphics and content for posts
- Research for relevant industry news and tentpole moments
- Build and execute B-B and B-C social media & digital strategy to increase reach and engagement
- Write, develop, and post online content production and scheduling, including real-time engagements

- Oversee interaction with users across all social channels, while working with appropriate team members on specific requests, including prospecting and press inquiries
- Develop creative content calendars to the output of the final creative product
- Track and evaluate analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Join social media groups and professional platforms to discuss industry-related topics

Website Management

- Continually optimize and update content on AIMM website: anaaimm.net
- Provide recommendations on how to effectively add new content & new sections to the website
 - Work with web developer strategically build-out recommended sections

Requirements

- Proven work experience as a Communications/Digital Specialist or similar role
- Experience in web design, social posting and content production
- Experience in copywriting and editing
- Solid understanding of project management principles
- Working knowledge of MS Office & WordPress; photo and video-editing software
- Knowledge of SEO, CRO and Google Analytics
- Demonstrable social networking experience and social analytics tools knowledge
- Excellent communication (oral and written) and presentation skills
- Outstanding organizational and planning abilities
- BS/BA in public relations, communications or relevant field
- Knowledge of multicultural and inclusive segments
- Familiarity with B2B and B2C advertising campaigns
- Good presentation skills
- Knowledge of online marketing and good understanding of major marketing channels
- 2-5 years experience

TO APPLY please email: Kathy@DaviLami.com