

JOB TITLE: SOCIAL MEDIA MARKETING COORDINATOR

DATES: 6-MONTH PROJECT BEGINNING MONDAY, AUGUST 4, 2021

ABOUT THE VACCINE EQUITY PARTNER ENGAGEMENT PROJECT (VEPE)

The goal of the Vaccine Equity Partner Engagement (VEPE) Project is to support equitable access to COVID-19 vaccines and vaccine information through outreach, engagement and navigation for communities disproportionately impacted by COVID-19, racism, and disinvestment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Tailor thoughtful, community-informed, and culturally relevant messaging about the COVID-19 vaccine to reach community/members to build vaccine confidence and address concerns in disproportionately impacted communities
- Create at least fifteen (15) tailored and accessible messaging products to promote vaccine confidence and/or provide vaccine information.
- Target audience(s) for messaging products: People over 65, people with disabilities, people living with chronic disease, people experiencing homelessness or unstably housed, people with mental or behavioral health needs, immigrant/undocumented populations
Language(s): English, Spanish
- Submit written plan for product development
 - (a) identify types of products to be developed, including languages (English/Spanish); and
 - (b) timeline with target dates for draft and final versions.
 - Eligible products include posters, palm cards, flyers, infographics, public service announcements, videos, podcasts, or other DOHMH preapproved forms of messaging.
- Timely updates to networks when new information is released.
- Distribution of at least six (6) digital video and/or audio messages per week.
 - Messages may be repeated up to three (3) times per month, provided they are still relevant and timely.
 - Eligible distribution methods include listservs, local media, social media, messaging apps, webinars, phone trees, or other methods for messaging pre-approved by DOHMH.
 - Note: Messaging products will need to be updated when public health guidance changes.
- Contact influencers, apply SEO tactics to ensure maximum consumer engagement and maintain social media profiles
- Responsible for contributing to the content creation process by creating social media posts AND designing logos or infographics as deemed necessary.
- Attend up to four (4) mandatory trainings provided by DOHMH for the purposes of preparing the Contractor for COVID-19 outreach and engagement.
- Comply with all health and safety guidelines including PPE, CPR & First Aid
- Other duties as assigned

QUALIFICATIONS

- One or more years of experience as a Social Media Marketing Coordinator or similar role.
- Proficient in business posts on social media platforms.
- Understand SEO and web traffic data.
- Understand social media KPIs.
- Must be able to multitask.
- Critical thinker and problem-solver.
- Works well with a team.
- Organized and self-motivated.
- Excellent time management.
- Exceptional at communication and building relationships.
- Bi-lingual a plus

Social Media Marketing Coordinator shall follow all protocols and DOHMH public health guidelines, including but not limited to social distancing and use of face coverings.