The VFW Kansas City MO Office has a position opening as described.

**DEPARTMENT**: Communications

**JOB TITLE**: Social Media and Digital Strategist

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**NATURE OF WORK:**

Provides public relations and communications support to the VFW. Takes lead role in developing and executing all communications strategies via social media, to include: campaigns, projects and initiatives. Ensures communications strategy is executed for optimal results, while maintaining the organization’s integrity. Provides public relations/communications support to VFW Departments and Posts.

**TYPICAL DUTIES AND RESPONSIBILITIES:**

***--Social Media Lead***

* Administers all social media sites and projects.
* Researches, schedules and administers postings in accordance with VFW standards.
* Monitors all user activity, responding to inquiries/comments as appropriate.
* Plans and facilitates VFW-led social media events; supports third-party initiatives.
* Evaluates and executes best practices.
* Collaborates with internal departments, business partners and vendors to meet business needs.
* Develops and sustains relationships with social media contacts.
* Identifies and evaluates new social media platforms or new functionalities.
* Implements and tracks paid advertisements.
* Manages networking strategy for social outreach to businesses, media and political figures.
* Executes uploading to and the maintaining of VFW’s online video and photo library.
* Prepares analytics reports as requested.
* Seeks out avenues/evaluates proposals to improve VFW’s image and exposure.
* Monitors current trends, competitor strategies and suggests improvements as needed.

***--Innovation***

* Seeks opportunities to integrate social functionality and other digital communications.
* Creates organic content to support digital marketing efforts.
* Observes all tracking analytics, identifying trends and best practices, and recommends new methodologies as appropriate.

***--Internal Support***

* Seeks out leads, writes and distributes VFW information, news and articles.
* Provides VFW Post, Department and District officials guidance on communications endeavors – especially those pertaining to social media.
* Assists Manager in preparing presentations, proposals and statements to national leadership.
* Ensures all VFW material is consistent with branding and messaging standards.
* Keeps Manager apprised of current program figures.
* Understands current veteran and military issues and can articulate VFW’s position.

***-- VFW Website***

* **Performs content updates to VFW website as needed.**
* **Executes SEO strategy.**
* **Maintains organization of associated media library.**
* Integrates social media functionality and tools as appropriate.

***--Photography/Videography***

* Assists in obtaining official VFW photos and videos from contracted third parties.
* Maintains permission and distribution rights for images and video obtained by the communications department.
* Purchases footage and high-resolution imagery as needed.

***--Newsletters***

* Proofreads all newsletter content and provides to Manager for final approval.
* Ensures newsletter submission and deployment deadlines are met.

***--Press***

* Proofs VFW-authored press releases, public statements and national communications.
* Assists in communication’s distribution to national press database, internal and external contacts.
* Works with staff to coordinate public relations events.
* Monitors news, forums and blogs involving the VFW tag.

***--Annual Events (Convention, Legislative Conference(s)***

* Researches speaker and award recipient’s background/nomination package and further relevant subject matter. Write, revise and format official script book and supporting copies.
* Write, revise and format award citations and deliver for print.
* Distributes daily event highlights, photos and videos as needed.
* Participates in media credentialing processes.
* Coordinates with on-site photographers, videographers, and partners’ digital marketing and communications teams.
* Acts as lead on development and maintenance of affiliated mobile apps.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

* **Bachelor’s degree required.**
* Excellent verbal, written and communication skills.
* Demonstrated knowledge of social media sites.
* Ability to think creatively and critically in problem-solving and project implementation, be able to work independently, manage workflow and meet required deadlines.
* **Proven organizational and multi-tasking skills; detail oriented.**
* **Ability to adhere to all standards and procedures.**
* Superior experience in Microsoft Office Suite and Adobe products.

**SCOPE OF POSITION:**

* Reports to the Manager, Communications and Public Affairs.
* Manages day-to-day social media activity.
* Drives social media strategy.
* Develops, places and measures the impact of organic and paid content via social media.
* Interacts with VFW leadership, members, donors, business partners, the public and media, providing timely and efficient service and execution of initiatives.
* Must have a superior understanding of all department facets, VFW brand and messaging.
* Responsible for providing a high-quality social experience to a vast audience.
* Acts as social media lead; supports all other functions of the communications department.

**WORKING CONDITIONS:**

* Position functions in a normal office environment.
* Some travel required.

**MAJOR ACCOUNTABILITIES:**

* Administer the annual communications plan across all social media sites.
* Further VFW reach and improve engagement with vast VFW online audience.
* Research and implement new social media initiatives.
* Assist with daily maintenance of national website as needed.
* Maintain organization’s integrity through consistent branding and messaging.
* Assists with all communication’s functions at annual and special events.
* Provide statistical reports needed for comprehensive analysis.
* Ensure digital contractual agreements are fulfilled.

***Disclaimer Statement:***

*The above duties are general in nature and are not intended to reflect all of the duties which may be required by the incumbent.*

\*This position is not eligible for relocation assistance. \*