

Job Title: Social Media Coordinator

Department: Public Affairs

Location: Main Office

Reports To: Communications & External Affairs Manager

Job Status: Full-Time

Pay Status: Exempt

Job Grade: 616

Date Created / Updated: 5/11/2022

Position Summary

The Communications and External Affairs Social Media Coordinator must possess an aptitude for learning with a positive attitude and be flexible to support the department's needs. Must be a critical thinker and problem-solver.

The Social Media Coordinator is responsible for developing and executing a clearly defined digital content plan that aligns with New Braunfels Utilities' brand image, conservation focus, and educational goals. The Social Media Coordinator will be expected to create, schedule, and post daily content that embraces emerging trends drives innovation within the channel, and aligns with NBU's objectives. The position will maintain NBU's various social media profiles, assist with the strategy and creation of graphics and new content, and engage with our audience.

The Social Media Coordinator will interact with the public through social post replies, and responding to reviews. The position will be responsible to understand media trends and analyze and regularly report campaign and engagement data to the Chief Strategic Communications and Security Officer and Communications and External Affairs Manager and team.

The Social Media Coordinator should have a basic understanding of Word Press, NBU's website platform, to work closely with and back up the team's website responsibilities.

The position will interface with senior leadership, board members, employees, and the public. This position supports NBU's goals of advancing the strategic plan by providing best-in-class digital resources that serve various audiences' needs.

The Social Media Coordinator serves as an ambassador for the Communications and External Affairs department and NBU as a whole.

Essential Duties and Responsibilities.

- Understand and implement the NBU strategic plan
- Maintain and report monthly social and review platform analytics to measure the effectiveness of NBU's digital presence
- Utilize social media marketing tools to create organic and paid campaigns and maintain NBU's brand
- Develop social media campaigns that align with strategic and immediate goals
- Interact with customers and other stakeholders via NBU's social media accounts
- Identify and report strategic weaknesses and make recommendations for improvement
- Research social media trends and offer recommendations that are relevant to NBU's goals and outreach efforts
- Establish key performance indicators (KPIs) for social media campaigns – such as targets for number of shares or likes and measure the campaign's performance against the KPIs
- Support leveraging all platforms to communicate with customers, both internally and externally
- Be familiar with and able to perform basic web page maintenance
- Have a basic understanding of SEO and web traffic data to leverage communications across platforms
- Serve as back-up for website and intranet responsibilities to support department functions as needed
- Assist with photography for events, portraits, etc. as needed
- Have an eye for selecting engaging, appropriate photos to accompany content and drive effective internal and external communication
- Exemplary communication, critical thinking, and organizational skills
- A demonstrated understanding of, and interest in all aspects and strategies of digital media
- Self-motivated to continue learning and growing within the job

- Familiarity with data visualization tools such as Google Analytics, Sprout Social Reports, etc.
- Proficient in grammar and writing skills for digital platforms, including, newsletters, and internal and external communications
- Graphic design knowledge is essential; Adobe Creative Cloud
- Strong proofreading skills
- Assist with the planning, coordination, and implementation of events
- Back up all job functions as needed
- Support the Community Affairs team and events.
- Serve as lead on projects as requested. Coordinate and oversee the work performed with outside vendors.
- Serve as Communication and External Affairs' Contact for emergency messaging after-hours and on holidays as needed or scheduled.

General Responsibilities

- Maintain regular attendance; leave schedule shall be managed to not interfere with accomplishing tasks, including special projects and assignments with deadlines, or negatively affect direct reports' ability to do their jobs
- 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 at all times
- Develop and maintain effective customer service skills for communications with co-workers, customers, and the public
- Maintain strict confidentiality of business, employee, and customer information in written and oral communications and safeguard sensitive documents - exemplify NBU Core Values of Integrity, Stewardship, Team, and Safety
- Participate in and support the initiative to reach annual NBU Performance Measures
- Graphic design knowledge is essential; Adobe Creative Cloud
- Adhere to NBU policies and procedures
- Other duties as assigned

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Field of Study: Communications, Business or

Public Relations

Work Experience Time Frame: Three Years or More

Other: Increase social media knowledge by doing research, joining online forums, and participating in online webinars. Must possess good verbal and written skills, and time management skills to meet the strategic goals for the role.

Certification and Licensures Requirements

- A valid Texas Driver's License is required to operate a company vehicle when necessary.

Other Minimum Qualifications

- Computer skills, skills in using social media platforms such as Sprout Social
- Research skills to identify trends and tools to enhance NBU's digital presence
- Basic Knowledge and Understanding of Web Content Management Systems (WordPress)
- Experience with Adobe Creative Suite for graphics

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
Arc GIS	<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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Excel	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" 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: InDesign, PhotoShop, Illustrator, etc., and Microsoft Outlook. Familiarity with Adobe Premiere Pro and video editing software.

Experience with Machines, Tools, Equipment and Other Work Aids

- Telephone, Fax, Calculator, Pod Cast, Computer, Digital Camera, Video Camera

Physical Demands

Standing: Frequently

- Making Presentations
- Observing Work Site
- Observing Work Duties
- Communication with Co-Workers

Fine Dexterity: Constantly

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Occasionally

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

Lifting: Occasionally

- Supplies
- Equipment
- Files

Carrying: Occasionally

- Supplies
- Equipment
- Files

Sitting: Frequently

- Desk Work
- Meetings
- Driving

Reaching: Frequently

- For Supplies
- For Files

Handling: Rarely

- Paperwork
- Monies

Kneeling: Rarely

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

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Climbing: Frequently

- Stairs
- 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: Rarely

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

Crouching: Rarely

- 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: Occasionally

- From Computer to Telephone
- Getting Inside Vehicle

Talking: Constantly

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

Other

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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 checked="" type="checkbox"/>	<input 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