

Digital Media Coordinator

Basic Function

Reporting to the Communications Director, the Digital Media Coordinator is responsible for creating, managing, and distributing content on digital channels, such as social media and websites, to support the mission and activities of the Society of Toxicology (SOT) and to communicate the importance of science and relevance of toxicology in order to foster bidirectional engagement with key audiences.

Duties and Responsibilities

- Manage social media channels, including Facebook, Twitter, and LinkedIn, and their associated communities during designated business hours.
- Develop content and campaigns for social media to promote the Society's goals and programs.
- Distribute digital publications on social media and SOT websites, including writing content to support the distribution on those channels.
- Support the Communications Director in developing and managing content on SOT websites.
- Provide digital communications support for the SOT Annual Meeting and ToxExpo and other events.
- Implement and analyze metrics to evaluate the success of digital campaigns and content.
- Identify communication tools for increasing the engagement of members, partners, and key audiences.

Required Qualifications

- Bachelor's degree in relevant field
- Experience managing and producing content for social media, including brand management on multiple channels and analytics/insights
- Excellent oral and written communication skills, including strong grammar and editing abilities
- Ability to adhere to deadlines and develop strategic plans and calendars to accomplish desired objectives
- Passion for digital communications and willingness to stay abreast of the latest advancements and best practices in the field
- Proactive, self-starter able to work independently but also coordinate efforts with a team

Additional Qualifications

- Basic understanding of the technical aspects of website design and management, such as HTML, SEO, and 508 Compliance
- Experience and familiarity with graphic editing software such as Adobe Photoshop in order to create digital content for use on social media and the web
- Experience engaging with influencers to help promote common objectives and goals
- Marketing and/or communications experience, such as public relations, print production, and advertising