Salary $50,000-$55,000

Title: Full Time Social Media Specialist

Reports To: Marketing & Business Development Coordinator

*Purpose*

We are looking for a creative and strategic Social Media Specialist to manage our brand’s presence across all social media platforms. This role involves content creation, community engagement, trend monitoring, and performance analysis to drive awareness, engagement, and growth. The ideal candidate is a strong communicator with a deep understanding of social media strategy and platform-specific best practices.

*Duties and Responsibilities*

1. Develop, implement, and manage social media strategies to align with Buffalo Metropolitan FCU’s goals.
2. Create, schedule, and publish high-quality content across platforms (Instagram, LinkedIn, Facebook, TikTok, YouTube, etc.).
3. Monitor social media channels for trends, conversations, and engagement opportunities.
4. Interact with followers, respond to comments/messages, and build community relationships.
5. Analyze performance metrics and prepare reports to measure success and inform strategy.
6. Stay up to date with platform updates, emerging tools, and best practices to ensure our brand remains present on current and new social media platforms.
7. Collaborate with design, content, and marketing teams to ensure brand consistency.
8. Manage paid social media campaigns and optimize for engagement, reach, and ROI.
9. Assist with Banking day program by driving to schools to collect deposits and possible video/photo opportunities for social media.
10. Attend marketing events, tradeshows, and promotional activities for photo/video opportunities for social media.
11. The above listed duties and responsibilities are included but “not limited to”

Qualifications:

* Bachelor’s degree in Social Media, Marketing, Communications, or a related field preferred.
* 2+ years of experience managing social media accounts for a brand or business.
* Strong writing, editing, and visual storytelling skills.
* Proficiency in social media scheduling and analytics tools (Meta Business Suite, etc.).
* Experience with graphic design tools like Canva, Adobe, or Photoshop is a plus.
* Deep understanding of social media trends, platform algorithms, and audience behavior.
* Highly organized, detail-oriented, and able to manage multiple projects.