



USA Mesa, AZ Media & Communications Manager

Reports to:CEO

Works closely with: Samaritan Aviation Staff

Job Specifications:

The Media and Communication Manager will assist in the implementation of Samaritan Aviation's media and communications strategy, helping to develop awareness, and donor support. This role coordinates with the internal marketing and PR plans that are designed to support Samaritan Aviation's missions, ensuring consistency in communications and cultivating a social media presence.

Requirements:

- Ability to work individually on multiple projects; establish and maintain cooperative working relationships with those involved in projects assigned.
- Self-motivated.
- Knowledge and understanding of social media platforms and their respective participants and how they can be utilized in different scenarios.
- Ability to communicate information and ideas effectively.
- Creative eye for design and ability to pick up new tools quickly.
- Preferred skills: video-editing, experience in content-editing applications.
- Preferred website management skills, or willingness to learn basic website management.

Responsibilities:

Graphic Design:

- Produce newsletters which includes layout of graphics, photos, text, and mailing.
- Create e-newsletters highlighting current programs adding video links.
- Think creatively to produce new ideas and concepts for marketing communications which includes posters, brochures, signage, banners, flyers, bookmarks, social media posts, website graphics, and other graphics and artwork.
- Proofread to produce accurate and high-quality work.
- Manage inventory of previous print and design projects, and pictures.

Social Media:

- Implement SA's social media strategy and communicate with followers in a timely manner.
- Monitor trends and encourage the adoption of relevant social media techniques into the organization's culture.
- Ensure social media accounts are kept up to date.
- Manage social media campaigns and day-to-day social media activities.
- Become an advocate of Samaritan Aviation in social media spaces, engaging in dialogues and answering questions where appropriate.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Regularly report insights gained from social media monitoring to the Media committee and help the team evolve their strategies in a timely fashion.
- Establish Website programming practices, adding, and editing information on website.
- Manage video placement in the SA YouTube channel