



## SOCIAL MEDIA SPECIALIST | JOB DESCRIPTION

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**JOB SUMMARY:** The Social Media Specialist is entrusted with keeping the SkillsUSA Massachusetts, Inc. organization promoted faithfully to members and the public. This consultant position is dedicated to launching marketing and awareness campaigns and maintaining SkillsUSA Massachusetts' presence on social channels. The Social Media Specialist must think creatively, and work to promote the organization effectively with students, teachers, business, and community partners. This position is crucial to keeping SkillsUSA Massachusetts relevant in the market.

### JOB TITLE: SOCIAL MEDIA SPECIALIST

REFERENCE: #STF_9 CATEGORY: STAFF DATE POSTED: SEPTEMBER 4, 2024 HIRING RANGE: BASED ON EXPERIENCE REPORTS TO: GLOBAL ENGAGEMENT & COMMUNICATIONS MANAGER – AND/OR – EXECUTIVE DIRECTOR, AS NEEDED	POSITION NUMBER: STF_9 CLASSIFICATION: CONSULTANT DATE DUE: OCTOBER 2, 2024 HOST NAME: SKILLSUSA MASSACHUSETTS REPORT LOCATION: SKILLSUSA MASSACHUSETTS HEADQUARTERS, AS NEEDED
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### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Keeping various social media platforms, including Facebook, Instagram, and Twitter updated appropriately with current event information.
- Selecting, uploading and captioning posts to faithfully represent the organizations most current initiatives.
- Keep platforms updated appropriately.
- Work with staff and student officers to develop and annual plan for social media and execute the plan as developed.
- Utilize CANVA to create graphics, that meet brand guideline and standards for posting.
- Maintain organization social media data to track growth and establish popular posting times to ensure the maximum number of followers see posts.
- Track and record any feedback resulting from posts.
- Prepare a master calendar outlining desired post content, frequency, and details, and have it approved annually by the Global Engagement & Communications Manager.
- Follow partnered accounts and keep up to date liking and sharing posts from relevant accounts to maintain close professional relationships with partners.
- Check account followers and friends to ensure that all accounts associated with SkillsUSA Massachusetts accounts are real, delete any spam followers to eliminate future risk.
- Post information and photos in real-time to keep followers updated on the organization's initiatives.
- Attend events as reasonable and possible, and post about them.
- Contact other employees and organization representatives to receive additional content and showcase a variety of participants.

### CANDIDATE APPLICATION REQUIREMENTS:

- Resume and cover letter
- Summary of qualifications
  - Address all aspects of the job as outlined in the Job Summary
- Complete Application (fillable forms)

## QUALIFICATIONS:

### EDUCATION:

Multi-media training/education and experience with CANVA required.

### MINIMUM QUALIFICATIONS:

- Knowledge of social media platforms, purpose for each and back-office functions
- Ability to manage multiple social media platforms
- Demonstrated superior organizational skills
- Ability to work independently and set priorities
- Knowledge of current social media trends
- Excellent interpersonal and communication skills
- Close attention to detail

### PREFERRED QUALIFICATIONS:

- Education and/or credible experience with non-profit management, career and technical education and SkillsUSA preferred
- Personal qualities of integrity, work ethic, professionalism, adaptability/flexibility and motivation to and passion for the SkillsUSA Massachusetts mission

### APPLICATION SUBMISSION INFORMATION:

SkillsUSA Massachusetts, Inc.

Attention to: Karen Ward, Executive Director

501 Paramount Drive, Raynham. MA 02767

**Send application requirements to: [kward@maskillsusa.org](mailto:kward@maskillsusa.org)**

**DO NOT MAIL APPLICATION REQUIREMENTS**

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## CONFERENCE FULFILLMENT SPECIALIST JOB DESCRIPTION

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**JOB SUMMARY:** Reporting to the Conference Logistics Manager and/or the Executive Director, the Conference Fulfillment Specialist is responsible for assisting conference success for SkillsUSA Massachusetts. This position will ensure a proper event deployment and will assist prep, packing and move-in/out of SkillsUSA Conferences and events, quality control and evaluation of each conference and event. The Conference Fulfillment Specialist will be a key external face of SkillsUSA Massachusetts in the delivery of conference material strategies, inventory control, ordering and will assist with conference activities for members and student officers as defined by the Conference Logistics Manager and/or the Executive Director.

### JOB TITLE: CONFERENCE LOGISTICS SPECIALIST

<b>REFERENCE:</b> #STF_13 <b>CATEGORY:</b> STATE STAFF <b>DATE POSTED:</b> ANNUAL <b>HIRING RANGE:</b> BASED ON EXPERIENCE <b>REPORTS TO:</b> EXECUTIVE DIRECTOR	<b>POSITION NUMBER:</b> STF_13 <b>CLASSIFICATION:</b> CONTRACT CONSULTANT <b>DATE DUE:</b> OCTOBER 2, 2024 <b>HOST NAME:</b> SKILLSUSA MASSACHUSETTS <b>REPORT LOCATION:</b> SKILLSUSA MASSACHUSETTS HEADQUARTERS, AS NEEDED
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### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Understand the basics of the job requirements, and have an open mind to learning.
- Complete tasks with little to no supervision, function independently and be open to receiving continuous feedback.
- Independently carry out the responsibilities, as specified below;

#### *Leadership:*

- Cultivate existing relationships with volunteers ensuring sufficient support, resources, and access to services.
- Develop and implement strategies for fulfillment of conference/activity materials delivery and on-site assistance.

#### *Team Management and Development:*

- Assist with key aspects of the fulfillment of conference/activity development; prepping, packing and move-in/out of all conference and events.
- Assist with managing inventory and maintaining inventory and storage area.
- Serving as part of the logistics team for conference management.

#### *Program Operational Management:*

- Conference Logistics, development of required conditions, ensuring needed supplies, and required equipment are on-site and then returned to SkillsUSA office.
- Assist with inventory and ordering.
- Assist with development of new and emerging programs as agreed upon in the program of work.
- Continue the use of consistent, objective program standards to insure quality in all conferences and activities.
- Other duties as assigned.

### CONSULTANT PROPOSAL REQUIREMENTS:

- Resume and cover letter
  - Summary of qualifications
  - Address all aspects of the job as outlined in the Job Summary
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## **QUALIFICATIONS:**

### **EDUCATION:**

SkillsUSA Massachusetts conference/activity logistics (move-in/out, inventory etc.) required.

### **MINIMUM QUALIFICATIONS:**

- Experience in facilitating and or training in an education setting
- Experience in student activity development
- Experience with inventory/inventory control & ordering
- Experience with writing, speaking and facilitating
- Experience with student activities for both day and overnight conferences
- Basic computer skills: must include; Microsoft office suite, database and spreadsheet software
- Demonstrated superior organizational skills
- Excellent interpersonal and communication skills
- Must be able to stand for more than 1 hour at a time, lift 20 lbs. and pack/move boxes
- Ability to work independently and set priorities
- Ability to work weekends (some), school vacation week days (some)
- Ability to travel; in-state travel (day and occasional overnight) and some out-of-state travel for multiple days.

### **PREFERRED QUALIFICATIONS:**

- Education and/or credible experience with non-profit management, career and technical education and SkillsUSA preferred.
- Personal qualities of integrity, work ethic, professionalism, responsibility, adaptability/flexibility and self-motivation and a commitment to and passion for the SkillsUSA Massachusetts mission.

### **APPLICATION CONTACT INFORMATION:**

SkillsUSA Massachusetts  
Attention to: Karen Ward, Executive Director  
501 Paramount Drive, Raynham, MA 02767  
**Send application requirements to: [kward@maskillsusa.org](mailto:kward@maskillsusa.org)**

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