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IS Application Analyst 2 - Social Media

(<http://agency.governmentjobs.com/nashville/job/jobID=1745711&sharedWindow=C>)

Salary ⓘ	\$51,187.64 - \$58,863.76 Annually	Location ⓘ	Nashville, TN
Job Type	Full-Time Civil Service	Department	Information Technology Services
Job Number	17243E		
Closing	6/1/2017 11:59 PM Central		

DESCRIPTION	BENEFITS	QUESTIONS
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Position Description

The Social Media Specialist is responsible for developing a Social Media Marketing strategy and working toward implementing that strategy across the many entities that make up Metro Government. This will include researching, writing and posting content, tracking and reporting analytics, developing communication plans, furthering social media policy and best practices. They will collaborate with multiple Metro departments to help cross-promote their social media content and participate as part of a dispersed social media team. They will also be responsible for assisting the WebTeam as a backup in managing daily updates to Metro Government websites.

The men and women in Metro's Information Technology Services (ITS) department work 24-7 to ensure optimum communications both within Metro and between Metro and the general public. Multiple IT teams work to ensure information safety and efficient and effective business transactions.

Typical Duties

- Create timely, informative and accurate Social Media content that encourages interaction between Metro and the citizens of Nashville.
- Participate in the overall Metro Social Media community collaborating with Metro and community contacts to implement and advance an enterprise-wide social media strategy and policy.
- Maintain social media resource platform and conduct training for new administrators as needed.
- Provide support for GovDelivery (training provided) to multiple internal users.
- Assist other members of the Webteam in monitoring incoming website update requests and fulfilling requests as needed.

Minimum Qualifications

Any combination of education and experience that would prepare the incumbent to perform the duties of the position at the appropriate level. Employees would typically have considerable related experience in social media marketing and/or web design/development.

LICENSE REQUIRED: Valid Driver License

Candidates with accreditations earned in a foreign institute are encouraged to apply.

Note: Per Metro Ordinance No. SO94-1078. All employees of the Metropolitan Government shall be residents of the State of Tennessee or become residents of the state within six (6) months of employment as a prerequisite to employment with the Metropolitan Government.

Preferred Experience, Knowledge, Skills, and Abilities

- Prior experience with developing Social Media content in a government environment.
- Understanding of customer and market research.
- Experience with social media automation platforms (e.g. Hootsuite, Edgar).
- Experience with CMS platforms (e.g. DNN, Drupal).
- Ability to use MS Office, particularly Excel and Word, Internet and email.
- Experience developing interactive content and copy.
- Skill using Adobe Illustrator, Photoshop and/or InDesign.
- Knowledge of web hosting or website security preferred.
- Ability to identify solutions to problems.

METRO NASHVILLE CAREER OPPORTUNITIES

Agency

Metropolitan Government of Nashville & Davidson County

Address

Human Resources Department
404 James Robertson Parkway, Suite 1000
Nashville, Tennessee, 37219.

Phone

(615) 862-6640

Website

<http://www.nashville.gov/Human-Resources/Employment-Opportunities.aspx>
(<http://www.nashville.gov/Human-Resources/Employment-Opportunities.aspx>)

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