**JOB DESCRIPTION**

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| Job Title Social Media Manager | **Department**  Marketing & Communications |
| Responsible to Team Lead | **Direct Reports**  None |

# Location

Charlotte, North Carolina – Hybrid-remote based position with some travel and field work

**Purpose**

Analyze, maintain, and enhance the DKMS presence across multiple social media channels to recruit potential blood stem cell donors, inform the public on the need for donation, and encourage people to get involved, through social media marketing activities, campaigns, and initiatives.

**Background**

DKMS is an international not for profit organization that started in Germany as a private initiative around one family’s search for a donor. In 1991 Peter Harf founded DKMS in honor of his wife Mechtild, who had sadly lost her battle with blood cancer.

DKMS grew to become the world’s largest stem cell donor center and today operates in Germany, the USA, Poland, the UK, Chile, India and South Africa. More than 12.5 million potential stem cell donors have registered across the seven countries and have facilitated more than 115,000 second chances at life.

**Marketing & Communications Department**

The marketing & communications team is responsible for the national marketing and communications plan and activities. The department ensures that DKMS US reaches organizational goals of raising brand awareness, influencing public and professional opinion, motivating the public to register as potential blood stem cell donors, and supporting fundraising initiatives. The team also promotes the activities of other departments

DKMS also operates a Global Corporate Communications Team. This department coordinate additional global initiatives and provide all entities with standard processes and further guidelines. A close collaboration and exchange between the local and global teams must be given.

**Key Responsibilities**

Develop and deliver organic and paid social media activities for different target groups relating to the marketing and communications monthly and annual plan (and as relevant, global/international activity) and work closely with the marketing and communications team.

* Create and implement a consistent social media strategy throughout all DKMS US social channels to grow the online community and nurture influencer support, e.g. X, Facebook, Instagram (and broadcast channel), LinkedIn, TikTok, and Threads.
* Source, produce, and publish social media content on a daily basis that is in line with the DKMS US tone of voice, key messages and the overall marketing and communications action plan.
* Plan, schedule, optimize and report paid advertising activities on different social media channels for different target groups and objectives.
* Categorize, analyze and monitor the performance of posts across all of the DKMS US social channels on a daily basis.
* Utilize social media listening and management tools to conduct engagement initiatives such as responding to comments, messages, questions and concerns.
* Undertake high-quality image and short-form video editing for the DKMS US social media channels.
* Keep up to date with innovative social media developments and trends.
* Partner with external agencies to further develop brand awareness, e.g. influencer marketing and external vendors.
* Participate in a rotation of out-of-hours social media monitoring.
* Liaise with global counterpart and maintain a close working relationship.

**Education, Experience and Knowledge**

* Bachelor’s Degree (ideally digital marketing/social media related) and 2 years of experience or equivalent experience in digital communications and/or social media.
* Highly skilled in content creation, social media strategy, and paid advertising campaign management.
* Excellent written communications skills, with demonstrable experience of writing social media content and reviewing content drafted by others.
* Working knowledge of performance marketing and a very good understanding of campaign setup, measurements and KPIs in social media.
* Familiar with social media management tools.
* Experience in working with creative tools, e.g. Canva, CapCut and AI.
* Experience with videography and photography.

**SKILLS AND ABILITIES**

* Self-starter with the ability to meet deadlines, prioritize tasks, and cope with pressure at times.
* Ability to think creatively and strategically regarding the long-term development of DKMS US social media channels.
* High analytical skills and highly numerate with good data analysis skills and experience preparing reports to build understanding of social media followers and their behaviour.
* Keen attention to detail and organizational skills.
* Team-oriented and friendly manner with an ability to build relationships with internal colleagues and external partners.
* Sensitivity and empathy in liaising with patients and their families, donors, and financial supporters through social media channels.
* Propensity to learn new applications quickly with a high level of competence.
* Willingness to travel locally and internationally on occasion.

**If you or anyone you know are interested in applying for this role, please submit resumes and cover letters to** [**dkmsrecruiting@dkms.org**](mailto:dkmsrecruiting@dkms.org)**. Please state “Communications” in the subject line.**

*DKMS is proud to be an Equal Opportunity Employer and we encourage everyone who is interested in this position to apply. We do not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other characteristics protected by state or federal law or local ordinance.*

*We are committed to finding reasonable accommodations for candidates with special needs or disabilities during our recruiting process. Please email us at* [*dkmsrecruiting@dkms.org*](mailto:dkmsrecruiting@dkms.org) *should you need any assistance.*