



## **Social Media and Marketing Manager**

### **SCOPE**

The Social Media & Marketing Manager will design, develop, and deploy marketing and social media strategies that strengthen the Rahma Center's brand and effectively promote its programs, services, and community initiatives. This role works closely with senior staff, the Director of Operations, and various department leads.

The ideal candidate is creative, organized, community-minded, and capable of managing multiple projects across various digital platforms with professionalism and attention to detail.

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### **PRIMARY RESPONSIBILITIES**

#### **Marketing Strategy & Execution**

- Develop and implement comprehensive marketing strategies for Rahma Center programs in collaboration with senior staff.
- Create and deploy marketing materials across website, social media, email newsletters, and in-center display screens.
- Manage subordinate vendors (graphic design, video, photography) to ensure timely, high-quality deliverables.
- Evaluate and report the effectiveness of marketing campaigns using analytics and performance metrics.

#### **Social Media Management**

- Manage and grow Rahma Center's presence on Instagram, Facebook, X/Twitter, LinkedIn, TikTok, and YouTube.
- Plan, schedule, and publish content using social media management tools (e.g., Buffer, Hootsuite).
- Respond to comments and messages, engage with the community, and escalate issues when needed.
- Oversee social media advertising budgets and campaigns to optimize reach and engagement.



## **Content Creation & Multimedia**

- Coordinate with design team to create digital content (graphics, short videos, reels, announcements, posts).
- Record, upload, and maintain YouTube content (lectures, event recordings, promotional videos).
- Provide basic video editing and support audio-visual needs for in-person events.

## **Email, Newsletter & Internal Communications**

- Create and distribute weekly newsletters and announcements.
- Manage, organize, and grow email mailing lists.
- Ensure all communications reflect a professional, consistent voice and brand standard.

## **Event & Program Support**

- Create, manage, and distribute fliers for programs, events, and community activities.
- Ensure screens throughout the center display up-to-date, relevant content.
- Support staff and volunteers by ensuring marketing needs for events are planned, delivered, and executed on schedule.

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## **KNOWLEDGE, SKILLS, & ABILITIES**

### **Knowledge / Education**

- Bachelor's degree in Marketing, Communications, Journalism, Digital Media, or related field (or equivalent experience).
- Strong understanding of social media analytics and digital marketing trends.

### **Skills**

- Excellent written and verbal communication skills with a professional tone.
- Proficiency in social media scheduling and analytics tools (Meta Business Suite, Google Analytics, Notion).
- Strong organizational and time-management abilities; able to meet deadlines in a fast-paced environment.



- Creative problem-solving with strong attention to detail.
- Basic design/video editing skills (e.g., iMovie, CapCut, Adobe Premiere, Canva).
- Ability to collaborate with staff, designers, volunteers, and community members of all ages.

## **Experience**

- Minimum 3 years of experience in marketing, digital communications, or social media management.
- Proven experience managing social media platforms for an organization.
- Experience running paid social media ads preferred.
- Experience working with diverse communities is a plus.

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## **COMPENSATION**

- Competitive compensation package based on experience and skills.

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## **PHYSICAL LOCATION & HOURS**

- **Rahma Center: 27121 Towne Centre Dr., Lake Forest, CA**
- Typical hours: **Mon, Wed, Fri 12 p.m.–7 p.m.**, with flexibility for events and programming needs.