



## Social Media Specialist | Job Description

Reports To	Director Public Affairs	Creation Date	09/03/2025
Division	Public Affairs	Revision Date(s)	

### POSITION SUMMARY

The Social Media Specialist (Video & Photo) is responsible for capturing legislative activities, meetings, and events through engaging video and photography, while also managing and enhancing the Legislature's social media presence. He/she will be required to be a skilled storyteller with expertise in visual content creation and digital engagement, detail-oriented, highly creative, and committed to promoting the mission and values of the Legislature of the Virgin Islands.

### DUTIES AND RESPONSIBILITIES

- Capture daily legislative activities, meetings, and events
- Plan, schedule, and conduct video and photo shoots
- Edit and produce professional-quality videos for online platforms and legislative events
- Select, format, and optimize photos for print, web, and social media
- Manage and maintain the Legislature's digital media library
- Collaborate with Public Affairs leadership to storyboard and conceptualize projects; Some knowledge of television broadcast is a plus
- Develop, create, and publish content across official social media channels
- Monitor engagement and analytics across all platforms
- Contribute to performance and engagement reports
- Provide support for Legislature-endorsed accounts
- Partner with the Director-Public Affairs to implement new digital initiatives
- Participate and perform in special events, projects and other related duties as assigned.

### PHYSICAL DEMANDS

Strength, dexterity, coordination, visual acuity, and vision in the use of cameras, audio visual, lighting equipment, and a computer for long periods of time while standing, sitting intermittently. Able to recognize people, handle files and single pieces of paper; and occasionally lift 15lbs. or more. Required to move from place to place within the legislative compound(s) and offsite.

### MINIMUM QUALIFICATIONS

- Proficiency in **Adobe Creative Suite** (Premiere, After Effects, Audition, Photoshop, Illustrator)
- Strong understanding of digital storytelling and current social media trends
- Experience with DSLR cameras, audio, and lighting equipment
- Highly organized with strict attention to detail; Ability to work independently as well as part of a team
- Quick and adaptable learner; Proficiency in office administration
- Ability to be flexible and operate effectively in fast-paced environments; Weekdays, evening and weekend assignments required
- Must be willing and able to assist in the live broadcast of the Senate meetings
- Must be able to travel to perform work duties
- Excellent verbal, written communications, and technical skills
- Must have critical thinking ability and project management skills
- Ability to work under pressure and to adhere to tight deadlines
- Must be impartial, transparent, trustworthy, and accountable
- Advance computer skills (data processing) (Microsoft Office 365)



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#### EXPERIENCE

Minimum of two years of relevant experience, or equivalent combination of education and experience; Ability to develop and manage interpersonal relationships; Knowledge of policy and procedures for the Legislature of the V.I.

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#### EDUCATION/CERTIFICATION

Associate or Bachelor's degree in Communications, Marketing, Media Production, or related field; Experience in government communications, or public sector outreach