



<https://greaterakronchamber.org/job/manager-social-media-digital-storytelling/>

Manager, Social Media and Digital Storytelling

Description

Reports To: Director, Communications

Status: Exempt

About the Role

The Greater Akron Chamber is seeking a creative, curious, and highly motivated storyteller to serve as our Manager of Social Media & Digital Storytelling. This role is well suited for someone who enjoys creating original content, capturing moments in real time, and shaping everyday work into meaningful digital stories that invite people into our mission.

This position blends hands-on content creation with strategy and experimentation. You'll have the opportunity to shape how our work comes to life across social and digital platforms—through short-form video, photography, reels, stories, and creative storytelling that engages, informs, and inspires.

If you're energized by trying new ideas and are always asking "*how can we tell this story better?*"—this role is for you.

Essential Functions

Social Media Strategy & Community Engagement

- Develop and execute social media strategies and content calendars across multiple platforms (Instagram, Facebook, LinkedIn, TikTok) that align with organizational goals.
- Transform Chamber programs, initiatives, and events into engaging stories that resonate with diverse audiences.
- Write compelling, platform-appropriate copy that brings clarity, personality, and relevance to our work.
- Manage content scheduling using Hootsuite while remaining flexible for real-time and timely storytelling.
- Monitor and engage with audiences through comments, messages, and interactions to build authentic community connections.
- Execute and monitor paid digital advertising efforts.
- Analyze organic and paid social performance metrics to inform creative decisions and optimize engagement.

Content Creation & Visual Storytelling

- Serve as a hands-on content creator, capturing photos and video at Chamber events, programs, and community moments.

Hiring organization

Greater Akron Chamber

Job Location

388 S. Main St., Ste. 205, 44311, Akron, OH

Date posted

January 9, 2026

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- Create short-form videos, reels, stories, and visual mashups that bring energy and personality to our digital channels.
- Edit photos and videos to produce polished, engaging content optimized for each platform.
- Build and maintain a robust library of digital assets for use across social media, website, and marketing efforts.
- Identify story opportunities proactively—often in the moment—with no need for direction.

Creative Strategy & Innovation

- Experiment with new content formats, trends, and platforms to grow engagement and reach new audiences.
- Test creative ideas, learn from performance, and refine approaches over time.
- Repurpose and adapt content creatively across platforms to maximize impact.
- Ensure all content aligns with brand identity while allowing room for creativity and originality.
- Maintain a strong understanding of each audience and platform, continually identifying new ways to engage and grow.

Podcast Management

- Oversee scheduling and coordination for the *Dreamers, Drivers, Doers* podcast.
- Coordinate with podcast vendors on editing and production needs.
- Support promotion of podcast episodes across digital platforms.

Additional Duties as Assigned: Have the flexibility to assist in various capacities to advance the organization's efforts in other areas through specific projects, events support, data management, and initiatives as needed.

Preferred Education, Experience & Skills

- 3+ years of experience in social media, content creation, or digital marketing.
- Strong understanding of social platforms, trends, and analytics tools.
- Experience in photography, videography, and editing software (Adobe Premiere Pro, Final Cut Pro, Lightroom, Photoshop) strongly preferred.
- A creative eye and strong visual instincts.
- Naturally curious, self-directed, and energized by trying new ideas.
- Comfortable working autonomously and taking initiative.

- Strong organizational skills with the ability to manage multiple projects.
- Thrives in a fast-paced, collaborative environment.

Applicants are encouraged to share examples of social content, videos, reels, or accounts they've created or managed.

Other Considerations

- May be required to work more than 8 hours during a workday.
- Must be able to remain in a stationary position 50% of the time.
- Occasionally moves materials weighing up to 25 pounds.

Scheduling Requirements

- Must be available for occasional off-hours and events.
- Must be available during standard business hours.
- This role is based in the Greater Akron Chamber's Akron office, with flexibility for periodic telecommuting as appropriate.