

Social Media Care Specialist

Department: Public Affairs

Date: February 3, 2026

Title of Immediate Supervisor: Manager, Social Media

Pay Level: L21

POSITION SUMMARY: The Social Media Care Specialist supports Orlando International Airport's online presence by monitoring activity, engaging with users, and delivering customer service across all social media channels. This role helps maintain the organization's image by fostering positive interactions and ensuring timely, consistent responses. The ideal candidate has foundational knowledge of social media engagement along with customer service experience. The position also includes maintaining accurate records for data tracking, reporting, and analysis.

DUTIES AND RESPONSIBILITIES: *Essential functions, as defined under the ADA Amendments Act (ADAAA), may include any of the following representative duties and responsibilities. Duties and responsibilities such as regular attendance at the job are not routinely listed in job descriptions but are also an essential function. Essential duties and responsibilities may include, but are not limited to, the following:*

- Manage high volumes of social media interactions with a positive, professional tone and prompt response times.
- Ensure all Authority social media channels deliver consistent, accurate, and aligned messaging across all platforms.
- Maintain ongoing communication with customers to help resolve complaints and issues as quickly as possible.
- Follow supervisor guidelines and approval processes for all customer responses.
- Interact with Artificial Intelligence tools and resources to better understand customer needs and appropriate responses.
- Build strong, lasting relationships by engaging customers thoughtfully and consistently going above and beyond to meet their needs.
- Identify customers' needs, clarifies information, researches issues and provides solutions.
- Monitor all social media channels and relay important information to the team about emergencies or time-sensitive events they need to be aware of.
- Respond to airport emergencies in accordance with established instructions and protocols.
- Support efforts to strengthen relationships with partners to enhance overall brand visibility.
- Perform other duties as assigned.

MINIMUM QUALIFICATIONS:

Associate degree and four (4) years' experience in social media care, customer service and/or customer contact center role, or an equivalent combination of education, training and experience.

SPECIAL KNOWLEDGE, SKILLS, and ABILITIES:

- Excellent interpersonal and customer service skills.
- Demonstrates excellent oral and written communication skills, with strong attention to detail and exceptional organizational abilities.
- Ability to communicate effectively with multiple audiences, while keeping a consistent brand voice across all social channels.
- Ability to work independently and as a team member.
- Ability to multitask and prioritize time-sensitive projects.
- Proficient in Microsoft Office applications.
- Experienced in using major social media platforms for professional purposes, including Facebook, Instagram, X, LinkedIn, Threads, and Bluesky.
- Demonstrated ability to effectively plan, schedule and meet deadlines.
- Ability to diffuse and prevent confrontations.
- Willing and able to work a flexible schedule including early mornings, late evenings, holidays, and weekends as required.
- Experience with Sprout Social and Salesforce is preferred.

LICENSES/CERTIFICATIONS REQUIRED:

- Valid Florida driver's license

SUPERVISORY RESPONSIBILITIES: *(Indicate number supervised)*

- None

LATITUDE AND/OR INDEPENDENT JUDGEMENT: *(Include examples of situations where this position might exercise independent and make decisions)*

- Expected to manage job responsibilities in a timely manner to meet deadlines and maximize productivity and efficiency.
- Provides assistance by answering questions, supporting customers, and coordinating with partners to resolve inquiries, while actively monitoring social media channels and engaging with partners and guests.
- Interact with staff (at all levels) in a fast-paced environment, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality.

This Job Description is intended to be comprehensive and to provide details of the position for which it has been written. However, this Job Description is not intended to limit any of the duties, responsibilities or activities that may be required of the employee who is employed in the position. Other duties, responsibilities or activities may be assigned or may change at any time with or without notice. The Authority reserves the discretion to revise this Job Description at any time.

APPROVAL SIGNATURES:

Ana Isabel House

box SIGN 1X37Z3V6-4P2VVXZ7

Immediate Supervisor

Mar 31, 2026

Date

Angela B. Starke

box SIGN 186ZQWRP-4P2VVXZ7

Senior Vice President,
Public Affairs

Mar 31, 2026

Date

Dr. Randolph Hudgins

box SIGN 42K7V7VX-4P2VVXZ7

Chief Administrative Officer

Mar 31, 2026

Date

Jhamara Schuetz

box SIGN 178R6QRV-4P2VVXZ7

Assistant Vice President,
Community Relations

Mar 31, 2026

Date

Kenyatta Y. Lee

box SIGN 4Q8X25PP-4P2VVXZ7

Chief External Affairs

Mar 31, 2026

Date

FLSA: Non-Exempt

EEO Category: Professionals

Manager Hours: N/A

Shift Premium: N/A

Rotating Shift: N/A



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In the spaces below, please identify the frequency and importance of each physical requirement and working condition for this job. Please include additional requirements as needed.

Frequency		Importance				
Constant: More than 80% (6 1/2 hours or more per 8 hour day) Very Frequent: 51-80% (4 1/2-6 hours per 8 hour day) Frequent: 21-50% (2 1/2-4 hours per 8 hour day) Occasional: 6-20% (1-2 hours per 8 hour day) Rare: 0-5% (Less than 1 hour per 8 hour day)		3 - Critical part of Job; can't be done any other way 2 - Important, but may be performed in some other way 1 - Not Critical; may be reassigned or not performed at all				
Physical Effort	Constant	Very Frequent	Frequent	Occasional	Rare	Importance
Standing			X			2
Walking				X		2
Sitting	X					3
Lifting: 0 – 20 lbs				X		2
20 – 50 lbs						2
51+ lbs					X	1
Bending/Stooping				X		1
Pushing, Pulling and/or Digging					X	1
Reaching over head					X	1
Kneeling, Crawling					X	1
Climbing (ladders, stairs, hills)					X	1
Typing/CRT (attention to detail)	X					3
Speaking & Hearing	X					3
Detailed Inspection/Reading/Editing	X					3
Writing	X					3
Other						
Working Conditions	Constant	Very Frequent	Frequent	Occasional	Rare	Importance
Extreme Weather					X	1
Noxious Fumes					X	1
Chemicals					X	1
Insects					X	1
Heights, Confined Areas					X	1
Excessive Noise					X	1
Equipment/Vehicles	Constant	Very Frequent	Frequent	Occasional	Rare	Importance
GOAA/personal Vehicle				X		1

General office equipment (computers, copier, fax, etc.)	X					3
Other						
SUPERVISOR COMMENTS:						

Ana Isabel House
box SIGN 1X37Z3V6-4P2VVXZ7

Mar 31, 2026

Immediate Supervisor
Allison Duncan
box SIGN 19YY2YPV-4P2VVXZ7

Date

Mar 31, 2026

Human Resources-Compensation

Date

