

Social Media Coordinator

A social media coordinator should have a bachelor's degree in public relations, marketing, communications or related field. This position reports to the community brand manager and assists with curating social media strategies, in addition to creating social media content. The ideal candidate has the ability to communicate from multiple clients' voices, curate and create content and maintain audience engagement. The social media coordinator will have a track record of creating and implementing social media content on behalf of client pages.

Job responsibilities may include but are not limited to:

- Develop and implement social media editorial calendars across several different platforms for clients
- Familiarity and experience creating content for Facebook, LinkedIn, Twitter and Instagram
- Understanding of analytics for Facebook, LinkedIn, Twitter and Instagram and the ability to position data with campaign objectives
- Develop visual content such as photography and graphics
- Work within the agency's digital team and on account teams to determine brand and campaign objectives and recommend innovative solutions
- Monitor trends in social media
- Educate and support clients and internal teams in understanding best practices for social marketing channels
- Proactively propose new client campaigns
- Monitor client feeds and respond or provide recommended responses to comments/messages

Preferred Qualifications:

- Understanding of social media marketing
- Familiarity with social media management tools such as Hootsuite, Tweetdeck, Sprout Social, Chute etc.
- Strong organizational skills, detail oriented and an overall understanding of the consumer buying process
- Exceptional writing and communication skills
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Lightroom etc.)
- Familiarity with SEO and keywords
- Photography skills are a plus