

## DIGITAL COORDINATOR

Thompson & Co. Public Relations is an award-winning public relations agency, headquartered in Anchorage, Alaska. We're looking to add a digital coordinator to our agency's nationally recognized digital creative team. This coordinator should have experience or a college degree in public relations, digital media, marketing, or related field. The position reports to a digital strategist and assists with implementing digital tactics, in addition to creating social media content.

The ideal candidate has a passion for digital media and trends; can communicate from the client's voice; curate and create content; and maintain audience engagement through organic and paid digital strategies.

Job responsibilities may include but are not limited to:

- Implementing a social media editorial calendar across several different platforms for clients.
- Familiarity and experience creating content for Facebook, LinkedIn, Twitter, Instagram and TikTok, as well as emerging platforms.
- Experience with analytics for Facebook, LinkedIn, Twitter and Instagram and the ability to translate this data.
- Developing content such as photography and graphics.
- Work within the agency's digital team and on account teams to determine brand and campaign objectives and bring innovative solutions to the table.
- Monitor trends in the digital landscape.
- Educate and support clients and internal teams in understanding best practices for digital marketing channels.
- Proactively propose new client campaigns.
- Monitoring client's feeds and responding or providing recommended responses to comments/messages.

Preferred Qualifications:

- Must have clear understanding of social media marketing.
- Familiarity with social media management tools such as Hootsuite, Tweetdeck, Sprout Social, Chute etc. and design tools such as Adobe Suite.
- Must have strong organizational skills, be 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.
- Familiarity with Facebook Ads and/or other paid digital marketing platforms a plus.

Learn more about Thompson & Co. and its corporate values to see if you're a match, [here](#). T&C is a 2020 PR News "Best Place to Work" and 2021 Forbes "Agency of the Year." Please send a resume, cover letter and any relevant work samples to [info@thompsonpr.com](mailto:info@thompsonpr.com). No phone calls, please.



This job is open until filled and won't be filled until the right candidate is identified.