

## Digital Coordinator

The ideal candidate has the ability to communicate from the client's voice, curate and create content and maintain audience engagement through organic and paid digital strategies. A digital coordinator should have a bachelor's degree in public relations, marketing, communications or related field (or relatable experience). This position will work underneath the digital director and assist with curating digital strategies, in addition to creating social media content.

Job responsibilities may include but are not limited to:

- Implementing a social media editorial calendar across several different platforms for clients.
- Familiarity with Facebook, LinkedIn, Twitter and Instagram platforms and creating content for these platforms (TikTok is a plus!).
- 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.
- 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.

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

Interested candidates can send a resume and cover letter to Ariel Walsh Amand at [ariel@thompsonpr.com](mailto:ariel@thompsonpr.com).