

Social Media Coordinator

Essential responsibilities:

Content Creation and Management:

- Ensuring content is consistent with the company's brand voice and messaging.
- Managing social media content calendars and editorial schedules.
- Creativity: The ability to generate new and engaging content ideas, whether it's text, images, or videos.
- Visual Eye: An understanding of visual aesthetics and basic graphic design principles, or at least the ability to work effectively with designers.
- Content Curation: Knowing how to find, select, and share relevant content from other sources.

Community Engagement and Management:

- Monitoring social media channels for mentions, comments, and messages.
- Responding to inquiries, comments, and feedback from followers in a timely and professional manner.
- Fostering a positive and engaging online community.
- Identifying and engaging with relevant influencers and online communities.

Analytics and Reporting:

- Tracking and analyzing social media metrics to assess the effectiveness of campaigns.
- Using data to inform future social media strategies and content planning.

Other Responsibilities:

- Staying up-to-date on the latest social media trends, tools, and best practices.
- Collaborating with other teams (e.g., Administrative Council and Executive Director) to ensure consistent messaging and brand representation.
- Assisting with social media advertising campaigns.
- Managing social media contests and giveaways.
- Monitoring and managing online reputation.
- May also involve graphic design, video editing, or other content creation tasks.

Skills and Qualifications:

- Excellent written and verbal communication skills.
- Strong knowledge of social media platforms and best practices.
- Proficiency in social media analytics tools.
- Experience with content creation and management.
- Strong organizational and time management skills.
- Ability to work independently and as part of a team.
- Creative and analytical thinking skills.
- Familiarity with social media advertising.

Education: A bachelor's degree in marketing, communications, journalism, education, or counseling is preferred.

Experience: Experience managing social media accounts is preferred. A portfolio of work is required with the application.