JOB DESCRIPTION

| **TITLE** | SOCIAL MEDIA AND EVENTS COORDINATOR |
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| **REPORTS TO** | [INSERT POSITION HERE] |

**Job Purpose**

The **Social Media and Events Coordinator** is in charge of developing, implementing, and monitoring [Organization Name]’s strategy in order to raise brand awareness, improve marketing efforts, and boost sales.

The skilled and dedicated Social Media and Event Coordinator also organizes outstanding and unforgettable events. They are in charge of every aspect of event planning, including venue selection, menu approval, seating layout, and post-event evaluation.

**Key Responsibilities**

Key responsibilities include, but are not limited to the following:

**Social Media Management:**

* Examine audience preferences and current trends.
* Create interesting text, image, and video contents.
* Design posts to keep readers interested and to generate buzz about new products.
* Track web traffic and SEO performance.
* Maintain constant awareness of changes in all social platforms to ensure maximum effectiveness.
* Teach coworkers how to use social media in a collaborative and beneficial manner.
* Facilitate online customer conversations and respond to inquiries.
* Report on online reviews and customer and fan feedback.
* Create an ideal posting schedule based on web traffic and customer engagement metrics.
* Oversee the layout of social media accounts and suggest new ways to attract prospective customers, such as promotions and competitions.

**Events Coordination:**

* Conduct research to gain a thorough understanding of the various requirements and details of each event.
* Plan, organize, and execute events within the constraints of budget and time.
* Look for and reserve suitable venues.
* Meet with clients on a regular basis and coordinate with them.
* Look for and contrast various vendors (catering, decorators, musicians etc.).
* Hire, train, and manage employees.
* Control, coordinate, and supervise all event operations.
* Track the overall event expenses on a regular basis.
* Supervise event preparation activities with care.
* Provide solutions to problems in a timely manner.
* Analyze and evaluate the event's outcomes.
* Create and deliver reports.

**Core Competencies**

* Effective and efficient communication skills via verbal and written methods.
* Demonstrated understanding of own roles and responsibilities, and those of other parties involved in the production process.
* Flexibility and willingness to adapt to changing environments.
* Ability to work in teams and collaborate with other employees.
* Resourcefulness and ability to troubleshoot any malfunctions or errors during events.
* Time management and ability to organize priorities according to company event timelines.
* Demonstrate initiative and drive to meet sales targets and deadlines.
* Highly motivated and able to follow instructions with minimal supervision.
* Ability to work in a fast paced environment.
* Customer service oriented with a friendly and professional attitude.
* Creativity and ability to engage future clients through digital and social media marketing strategies and events.

**Key Qualifications**

* Post secondary education in Marketing, New Media, Hospitality Management, or a related field.
* Proven work experience in social media, events handling, or project management is required.
* Knowledge of multiple social media platforms.
* Previous experience working with Windows, Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) and additional computer/internet softwares
* Expertise in SEO, keyword research, and Google Analytics.

**Working Conditions**

* The standard workweek for this position is [insert #] hours.  The standard business hours for this position are [insert core hours].
* Overtime and hours worked outside of the standard work schedule may be required.
* Extended periods of sitting may be required
* Extensive periods of time using computers, digital devices, and telephones
* Exposure to noise and vibration
* This position is set in an office setting but some travel may be required.