JOB DESCRIPTION

| **TITLE** | SOCIAL MEDIA MARKETING COORDINATOR | | |
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| **Reports To** | [Insert Title] | | |

**Job Purpose**

The Social Media Coordinator is responsible for planning, implementing, and monitoring [Organization Name]'s social media strategy to increase brand awareness, improve marketing efforts, and raise more funds. This position will also contribute to the planning and execution of fundraising initiatives.

The successful Social Media Coordinator is an excellent communicator, able to generate leads or convert social media users through paid and organic marketing strategies. This person is able to grow the social media following and drive traffic to [Organization Name]'s website.

**Duties and Responsibilities**

Overall Responsibilities:

* Managing [Organization Name]'s social media advertising [e.g., Instagram, Facebook, Twitter, and LinkedIn)
* Maintaining a balance between paid advertising and organic social media marketing
* Analyzing and reporting social media ads analytics and developing strategies accordingly
* Conducting surveys to identify the interests and concerns of key groups served by [Organization Name]
* Developing and implementing social media advertising strategies based on [Organization Name]'s social media analytics and surveys
* Assessing products or services and developing social media promotion strategy accordingly
* Researching and planning social media photo, video, story, or messenger ad copies and other advertising collaterals
* Ensuring ad materials are ready and published on schedule
* Initiating and maintaining contact with industry professionals, influencers, and the media for marketing partnerships
* Acting as spokesperson for [Organization Name], responding to inquiries on social media
* Keeping up with the latest social media platforms, trends, best practices, and technologies.
* Evaluating existing social media ad projects and strategies
* Assisting in [Organization Name]’s fundraising initiatives
* Applying search engine optimization (SEO) techniques on social media ads
* Performing other related duties

**Qualifications**

* XX of experience working in marketing and advertising or social media role
* Post-secondary education or equivalent experience in communications, social media, advertising or marketing
* Experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns is required/a plus
* Track record of identifying target audiences and developing digital campaigns that engage, inform, and motivate is required/a plus
* Proficient in MS Office Suite or Google Suite
* Experience leading and managing marketing campaigns is required/a plus
* Track record of successful social media marketing campaigns on [INDICATE PLATFORM/S e.g., Facebook, Twitter and LinkedIn)
* A/B and multivariate experimentation experience is required/a plus
* Excellent understanding of website and marketing analytics tools is required/a plus
* Working knowledge of ad serving tools is required/a plus
* PPC campaign setup and optimization experience on all major search engines is required/a plus.
* Understanding of HTML, CSS, and JavaScript development and constraints is required/a plus
* Experience using social media and project management tools (e.g., Hootsuite, Asana) is required/an asset
* Experience using design and media editing tools (e.g., Adobe Photoshop, Premier Pro) is required/an asset
* Experience with web design and publishing and the use of content management systems (e.g., WordPress) is required/an asset
* Knowledge of SEO and Pay-per-click advertising

**Core Competencies**

* Excellent written and verbal communication skills
* Great interpersonal and communication abilities
* A superb sense of aesthetics and creativity
* Excellent time management, organization, strategic thinking, and multi-tasking skills
* Superb critical thinking, and problem-solving skills
* Excellent data analysis skills
* Ability to exercise tact and discretion and diplomacy
* Ability to deal with diverse populations
* Ability to gasp future trends in digital technologies and act proactively

**Working Conditions**

* Work a standard schedule [INSERT SCHEDULE e.g. 8 AM to 5 PM, Mondays to Fridays]/flexible hour
* May require overtime or working long hours
* Requires extended periods of sitting and working on a computer monitor
* Require interacting with the public often under varying circumstances-including situations of a highly sensitive nature