



## **Social Media Coordinator (Exempt)**

### **Job Description**

Social Media Coordinator for large commercial real estate company working in the promotional marketing department, which is responsible for developing and curating engaging content for the company's social media platforms. Will attend events and produce live social media content while maintaining a unified brand voice across all different social media channels.

### **Supervision**

**Reports to:** Creative Director

**Responsible for:** N/A

### **General Qualifications Required**

**Education:** Bachelor's degree or 3-5 years of experience

**Training Requirements:** N/A

**Licensing:** N/A

**Experience:** 1-3 years experience with B2C social media marketing or content development

### **Skills/Behaviors**

- Passion for social media and proficiency with major social media platforms and social media management tools
- Knowledgeable in using photography and video equipment
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social and listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy-editing skills
- Excellent oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with the ability to work under pressure to meet deadlines

### **Major Areas of Responsibility**

- Execute a results-driven social media strategy
- Develop and curate engaging content for social media platforms
- Assist in creating and editing video and photo content
- Attend events and produce live social media content
- Maintain a unified brand voice across different social media channels
- Collaborate with the promotional marketing team to create a social media calendar
- Monitor social media channels for industry trends
- Interact with users and respond to social media messages, inquiries, and comments
- Review analytics and create reports on key metrics
- Assist in the development and management of social media marketing
- Other duties as assigned

### **Computer Skills Required**

- Proficiency in Social Media Software
- Proficiency in Mac OS
- Proficiency in Adobe Illustrator, Photoshop, After Effects, Premier Pro
- Proficient in Microsoft Word, Excel, PowerPoint, and Outlook
- General knowledge of Wordpress platform