

SOCIAL MEDIA COORDINATOR

Do you live on social media, with accounts on Twitter, Facebook, Instagram, Pinterest, Snapchat and every other platform known to man? If so, maybe you can help us.

We are looking for a motivated, passionate person to manage the *Journal's* social media presence across multiple platforms and work with select advertising clients to increasing their reach and build their brands. The ideal candidate will have a broad knowledge base that allows him or her to build and execute a strategy that gradually increases customer and reader engagement by strategically exploiting all aspects of the social media marketing roadmap.

Candidates must have a solid understanding of how each social media platform works and how to tailor content for each to maximize impact and engagement.

Responsibilities

- Generate, edit, publish and share daily content that builds meaningful connections, including photos and video
- Moderate all user-generated content in line with the moderation policy for each platform
- Create calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (editorial, sales, clients) to manage reputation, identify key players and coordinate actions

Skills

- Writing: Social media managers will need to know how to write effective copy in a lot of different styles, for twitter, Facebook, etc.
- Research: Social media managers need to know what is happening in the fast changing world of social and digital media, what competitors are doing and what new measurement tools are being used.
- Problem-Solving: Social media managers figure out how to best communicate a company's message on different platforms, and sometimes might need to convey sensitive issues or deal with angry customers.
- Organization: There are many different platforms, and new ones are being developed all the time. How you communicate on each, determining audience, and measuring tactics all take organization.
- Interpersonal Skills: Even through writing, social media managers are a direct connection between a company and the public. Being friendly and approachable online will help.
- Technical Skills: Social media managers work almost exclusively through computers. Understanding computers, SEO, internet access and being tech savvy is necessary.
- Photography and video: The ideal candidate will be able to generate photo and video content to be utilized on various social media platforms.

Submit application and resume to Melissa Sanderson
melissa@northcoastjournal.com.