

Marketing and Social Media Coordinator

Position information:

Position Title: Marketing and Social Media Coordinator

Office hours: Monday – Friday, 9:00am – 5:00pm

Intern hours: Flexible

Paid position: Based on prior experience

The Marketing and Social Media Coordinator job description will contain the following duties and responsibilities:

- Define most important social media KPIs
- Develop, implement, manage and coordinate our social median content with State Farm Corporate strategy
- Work with copywriters and designers to ensure content is compliant, informative and appealing
- Collaborate with Marketing, Sales and Product Development teams with State Farm Corporate
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools such as Buffer, a platform of social media management tools used to help achieve success in social media marketing
- Monitor search engine optimization and user engagement, suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Train others on the team
- Provide constructive feedback

Social Media Coordinator job description: Job requirements and qualifications

- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of search engine optimization and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media key performance indicators
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills