



Social Media Coordinator - position description

Social Media Coordinator Responsibilities Include:

- Researching audience preferences and discover current trends
- Creating engaging text, image and video content
- Designing posts to sustain readers' curiosity and creating buzz around new products

Job brief

We are looking for a talented Social media coordinator to create and maintain a strong online presence for our company. Your role is to implement online marketing strategies through social media accounts.

If you are a tech-savvy professional with an interest in communicating with clients through online channels, we would like to meet you.

What does a social media coordinator do?

As a Social media coordinator, you will develop original content and suggest creative ways to attract more customers and promote our brand. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies.

Responsibilities

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create buzz around new products
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries

- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers, like promotions and competitions

Desirable assets:

- Proven work experience as a Social media coordinator,
- Expertise and experience in multiple social media platforms,
- Passion and understanding of Motorsports,
- In-depth knowledge of SEO, keyword research and Google Analytics,
- Ability to deliver creative content (text, image and video),
- Familiarity with online marketing strategies and marketing channels,
- Ability to grasp future trends in digital technologies and act proactively,
- Excellent communication skills,
- Multitasking and analytical skills.

Time Period

This position requires a minimum 9-month commitment for 6 -10 hours per week which can be during, but not limited by, regular office hours (Monday to Friday from 9:00 am to 5:00 pm). Opportunity for onsite event volunteer activities is possible.

Benefits and recognition

This position may provide valuable experience for anyone requiring social media content management experience, ie students; individuals with an interest in gaining experience in the not-for-profit sector; and anyone with a passion for motorsports and/or military. Volunteers are highly valued members of the Operation Motorsport team and contribute to making a significant difference in Operation Motorsport's ability to serve our wounded, ill and injured service members and disabled veterans in their road to recovery.