

Social Media Coordinator

(part-time will turn into full-time)



Scope of Work and Responsibilities

WSI Smart Marketing consists of an awesome team of digital marketers who is currently looking for a candidate with “marketing magic” talent. We are seeking a part-time (with full-time hours proposed between 2-3 months) Social Media Coordinator to assist in managing the company’s online social media accounts as well as various email marketing campaigns. This position is starting at 15-25 hours per week and would report to our Marketing Division Director.

Your Key Responsibilities:

- Manage and create content for various online marketing campaigns including, but not limited to, social media, email marketing, and reputation management
- Assist clients and WSI in the social media strategy to align with business goals
- Generate, edit, schedule, and share creative, engaging original content across social channels (Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, etc.)
- Monitor and engage with other accounts as part of social media strategy
- Provide suggestions that will increase the company’s online following
- Research and apply trends in social media, including new tools and techniques
- Analyze and report on the impact of social media on overall marketing efforts
- Assist in designing email templates for various company events (expos, press release, new blog posts, announcements, etc.)
- Design and manage email marketing campaigns
- Maintain contact database up-to-date
- Client-facing position and as such will require virtual and in-person client meetings
- Coordinate, manage, or participate in events, opportunities for public speaking, and potential industry-related conference short-term travel may be required
- Attend local networking expos
- Maintain professional and friendly online reputation of the business
- Answer phones, taking messages, answering questions in a professional and friendly manner

Qualifications:

- Junior/Senior status from a 4-year college, preferably in Business, Marketing, or Communications (1+ years of experience in online marketing preferred)
- Stellar communication and written skills
- Knowledge in social media platforms and best practices
- Ability to meet deadlines effectively and multi-task between projects
- Strong organizational skills with attention-to-detail
- Must have an active social media presence
- Strong photography skills to shoot creative images (preferred)
- Proficient in Microsoft Office and Adobe Creative Suite (preferred)
- Familiarity with social media management tools (preferred)
- Must be a team player, energetic, positive, results-driven, and flexible
- Ability to work independently and in groups
- Passion for digital marketing!

Our Mission:

- Contributing to the success of our clients and partners
- Placing people before profits

Our Core Values:

- Integrity – We are an established ethical company, placing honesty and fairness above profitability
- Success – We strive for excellence while contributing to the prosperity of our clients, employees and community
- Partnerships – We treat our partners as we would like to be treated, and we pursue win-win partnerships with like-minded companies
- Innovation – Our team stays on the cutting-edge of our industry
- Community Support – We contribute to trustworthy organizations that make a difference in the lives of disadvantaged people

What We Offer:

Benefits vary depending on part-time or full-time employment status.

- Fun and dynamic office environment
- Collaborative and supportive staff
- Competitive compensation
- Health insurance
- Vacation
- Retirement
- Work travel opportunities
- Inside Sales Bonus Program