

# 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 potential to full-time) Social Media Coordinator to assist in managing the company’s social media client portfolio as well as various other digital marketing campaigns. This position is starting at 15-25 hours per week and would report to our Marketing Division Director.

### Key Responsibilities:

- Produce and manage creative and engaging content for various online marketing campaigns including, but not limited to, Social Media, Email Marketing, Reputation Management, and more
- Manage and optimize social media strategies to align with clients’ and WSI’s business goals
- 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
- Design and manage email marketing campaigns
- Maintain Customer Relationship Management (CRM) System up-to-date
- Client-facing position and as such will require virtual and in-person client meetings
- Coordinate, manage, or participate in events/expos, opportunities for public speaking, and potential industry-related conference short-term travel may be required
- Generate reviews for WSI from happy clients
- Collaborate with the Marketing team on various campaigns and initiatives
- Maintain professional and friendly online reputation of the business
- Answer phones, taking messages, answering questions in a professional and friendly manner

### Qualifications:

- Holds (or is in process of receiving) a degree in Business, Marketing, or Communications (1+ years of experience 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:

WSI Smart Marketing exists to passionately partner with national and local businesses by leveraging the power of the Internet. We provide exemplary world-class service, transparent communication, and tangible performance of our digital marketing efforts and provide an empowering and safe environment for our team. We promote overall health, happiness, and growth throughout our organization.

### Our Core Values:

- Integrity
- Transparency
- Partnerships
- Innovation
- Community Support
- Success

### 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