

# Social Media Coordinator



## Scope of Work and Responsibilities

WSI Smart Marketing consists of a passionate and driven team of digital marketers who is currently looking for a candidate with “marketing magic” talent. We are seeking a Social Media Coordinator to assist in managing the company’s social media client portfolio as well as various other digital marketing campaigns. This a full-time, in-office position and would report to our Marketing Division Director.

### Essential Functions:

- 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
- Monitor and engage with other social accounts
- Provide and implement suggestions that will increase social media following
- Research and apply trends in social media, including new tools and techniques
- Analyze and report on the impact and performance of social media efforts
- Present to team and clients virtually or in-person
- Coordinate, manage, and/or participate in events/expos, opportunities for public speaking, and potential industry-related conference (short-term travel)
- Generate reviews for WSI from clients and partners
- Collaborate with team members on various campaigns and initiatives
- Maintain professional and friendly reputation of the business (online and in-office)
- Answer phones and take messages in a professional and friendly manner
- Project management on client campaigns and administrative tasks
- Regular and reliable attendance
- Reports to Cynthia Mordecai, Marketing Division Director

### Qualifications:

- Holds (or is in process of receiving) a degree in Business, Marketing, or Communications (1+ years of experience preferred)
- Stellar communication and copywriting skills
- Strong passion for creative and visual design
- 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
- Familiarity with social media management tools such as Canva, Sprout Social, Facebook Business (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. We believe it's our friendly and innovative culture that leads to great ideas and breakthrough marketing strategies. It's through our values we embrace better in all we do.

## Our Core Values:

- Transparency - By committing to being transparent with our performance, reporting, and communication, we are able to provide honest results, backed by data, that we can optimize and continually improve.
- 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 and dental insurance
- Vacation

- Retirement
- Work travel opportunities
- Inside Sales Bonus Program

**Work Site:**

Usually, all work will be done in an in-office setting. Occasional off-site work, meetings, or trainings may be necessary.

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required for this position. Duties, responsibilities and/or activities may change, or new ones may be assigned at any time with or without notice.

WSI is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our team.

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Employee Signature

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Mandi Foster

Accounting & HR Div. Dir.

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