



Job Description– Contract Social Media Coordinator

January, 2021

Description

Position: This is a part-time contract position. Compensation will be commensurate with experience.

We are looking for a Social Media Coordinator who can build a strong social media presence and a vibrant online community for a variety of clients at Method Agency. The Social Media Coordinator will be responsible for creating engaging social media content, with an emphasis on creative assets and copy. The successful candidate will have their pulse on social media trends and trending topics. The Social Media Coordinator will work with the larger team on strategy and big picture planning.

Responsibilities and Duties

Social Media

Create Posts

- Write and create copy according to the Content Calendar.
- Maintain content calendar per client's marketing goals, promotions, and events - review as a full team every month or as needed.
- Schedule social media either via Agorapulse or through client's profile or Facebook Creator Studio depending on the need (ie video uploaded to Facebook and add subtitles, etc)

Creative

- Following the client's brand guide, create assets in Canva and/or Photoshop to complement planned content. Includes images, videos, gifs, etc.
- Take photos and videos with product(s) for social media use when appropriate.
- Priority focus on videos for Instagram, TikTok, and other emerging social media.

Engagement:

- Look at the comments, messages and forward appropriate ones to the team and/or client or respond.
- Follow/Unfollow Accounts to grow organically
- Comment on relevant industry info as the page/account

Client Communication

- Reach out to client for needs: assets, clarification on content, upcoming event info, etc
- Participate in monthly client calls.



Reporting

Monthly –

- Create monthly report for client, share with team for final touches
 - Including Social Media and Ad Data
- Add screenshots and other data to client reports as assigned

Qualifications and Skills

- Direct experience working across Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, Google Analytics, with general understanding of paid social and organic/user-generated content campaigns
- Experienced and proven usage of social media, and creative platforms like Photoshop
- On top of current events, pop culture, and social media trends
- Works collaboratively as part of a team
- Innovative thinker and creative problem solver
- Strong attention to detail
- Strong time management skills, able to balance multiple priorities

Apply

Please apply on our website: <https://methodagency.com/careers/>, and include links to work you are proud of that demonstrates skills and knowledge.