

SOCIAL MEDIA & MARKETING COORDINATOR

We are looking for a **Social Media and Marketing Coordinator** with experience in marketing, content creation, and design. The ideal candidate considers themselves a social media expert who can see a vision from beginning to end before it is executed. You have direct experience in creating Facebook, Instagram, Pinterest and other communication outlets and tracking success. You are artistic and also organized and detail oriented. You strive to only produce the best results. You enjoy a fast-paced environment, learning new things, and contributing to team successes.

What you'll be doing:

- Optimizing the Company's website and social media presence; working with internal teams to position the Company's online presence for success. Growing social media presence on Linked In, Instagram and FB – setting target growth by quarter.
- Integrating our various businesses into the overall digital presence and marketing strategy; creating cross-marketing opportunities.
- Creating and executing all creative including photography, videography, social media, eblast, and website updates. Maintaining and executing communications calendars, ensuring consistency of outreach to current and future/new clients.
- Acting as social media administrator - managing user accounts and passwords, updates and upgrades, video uploads and libraries.
- Analyzing and generating user reports and troubleshooting technical problems.

Your Experience/ Know-How:

- 2+ years of experience with a brand or agency
- Technical proficiency in social media platforms - managing a social strategy across Facebook, Instagram, Pinterest, LinkedIn and other outlets
- Ability to thrive in a fast-paced, content & creative team-oriented atmosphere
- Staying informed on social media trends, best practices, and tools
- Experience with or interest in learning how to use marketing analytics tools and platforms, e.g. Google Analytics, Facebook Ads, etc.
- Must have experience writing copy with a strong impact and strong verbal communication skills
- Photo editing/print knowledge is highly desired

Ideal Attributes:

- Independent, flexible, problem-solving spirit and ability to take initiative
- Results-driven attitude; a self-starter who thinks and participates effectively, both independently and as part of a team
- Ability to articulate views crisply and convincingly verbally or in writing
- Takes action: proactive & resourceful in solving problems, making decisions and executing goals
- Owns results--follows through on commitments, takes responsibility, and produces quality results
- Curious about data and passionate about user experience
- Desire to learn and use new marketing skills
- Strong organizational skills and ability to prioritize workload and meet deadlines

If you are interested and qualified, please submit your resume via our website at geminibuildsit.com/jobs or email susan@geminibuildsit.com for additional information!