

## **Job Description: Social Media Coordinator**

**Position Title:** Social Media Coordinator

**Reports To:** Communications and Marketing Manager

**Location:** Pikeville, KY

**Employment Type:** Full-Time

### **Position Summary:**

The Social Media Coordinator will be responsible for developing and implementing SOAR's Social Media strategy to increase our online presence and improve our marketing efforts. You will be working closely with the Communications and Marketing Manager and other team members.

This position will report to SOAR's Marketing & Communications Manager.

### **Key Responsibilities:**

1. **Social Media Strategy:**
  - Develop, implement, and manage our social media strategy.
  - Define the most important social media KPIs.
  - Stay up-to-date with the latest social media best practices and technologies.
2. **Content Creation:**
  - Create, curate, and manage published content (images, video, written) across all social media platforms.
  - Collaborate with the Multimedia Coordinator to ensure the production of high-quality and engaging visual content.
  - Write and edit social media posts, ensuring content is informative and appealing.
3. **Community Management:**
  - Communicate with followers, respond to queries in a timely manner, and monitor customer reviews.
  - Foster and strengthen relationships with key social media communities.
4. **Campaign Management:**
  - Plan and execute social media campaigns, including content calendar development.
  - Monitor SEO and user engagement and suggest content optimization.
5. **Analytics and Reporting:**
  - Track and analyze social media metrics to assess campaign effectiveness and make data-driven decisions.
  - Prepare monthly reports on social media marketing efforts.
6. **Collaboration:**
  - Work closely with the Communications and Marketing Manager to ensure brand consistency.

- Coordinate with the Events Coordinator to promote upcoming events and activities through social media channels.
- Assist in developing and managing social media partnerships.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven work experience as a Social Media Coordinator or similar role.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, and other social media best practices.
- Understanding of SEO and web traffic metrics.
- Experience with doing audience research.
- Good understanding of social media KPIs.
- Familiarity with web design and publishing.
- Excellent multitasking skills.
- Critical thinker and problem-solving skills.
- Team player.
- Good time-management skills.
- Great interpersonal, presentation, and communication skills.

### **Culture and Core Values:**

SOAR's mission is simple: grow Eastern Kentucky's population.

Our team culture is anchored by putting the interests of Eastern Kentucky first in all that we do. We believe treating others the way we want to be treated is always within our control. Our core values include faith, selflessness, grit, integrity, and empathy. We do our best to exemplify these daily in our interactions with each other and with external partners.

### **Why SOAR?**

The SOAR organization offers a chance to be part of a movement that's bigger than any one of us individually. Tackling the challenges facing Eastern Kentucky is going to take all of us to come together to find the solutions. Through communications, collaborations, and convenings, SOAR is helping to get the right people in the right rooms to ensure the future of Eastern Kentucky burns as bright as ever.

SOAR offers a competitive salary along with the following benefits:

- 100% paid individual health insurance
- SIMPLE IRA retirement plan
- Cell phone stipend
- Mileage reimbursement for work-related travel
- Laptop provided
- Annual bonus

## **Apply Now**

Please apply [here](#).

*SOAR is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.*