

Title: Social Media Coordinator

Committee: Marketing

Supervising Governor: Director of Marketing (TBD)

Time Commitment: 3-5 hours per week

Description: We are looking for a talented social media coordinator to administer our social media accounts (active Facebook and Instagram, inactive Twitter). You will be responsible for creating original text and video content, managing posts and responding to followers. Along with the Director of Marketing, you will manage our company image in a cohesive way to achieve our marketing goals.

We're looking for someone who has experience with the latest digital technologies and social media trends, as well as excellent communication skills.

Responsibilities:

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with marketing goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams, like marketing, audience relations, and the Executive Producer to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor comments
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout) and update to align with current production
- Suggest and implement new features to develop brand awareness, like promotions, competitions, and awareness campaigns
- Stay up-to-date with current technologies and trends in social media, design tools and applications

Prior Experience: at least 1 year with social media planning, with knowledge of current and relevant social media platforms

Interested candidates should email Brittany Huffman, Director Stewardship at [steward@theharlingtonplayers.org](mailto:steward@theharlingtonplayers.org).