

## **Coordinator/Associate, Social Media**

The Coordinator/Associate, Social Media is responsible for managing all social media community management and executing social media content. This role will live in the day-to-day social media listening, execution and ideation. This role will also assist with influencer relationship management, engagement and execution. This role will report into the Executive Director and Board of Directors.

### Responsibilities:

- Own social media execution and ensure all posts are posted/tagged correctly and go live on time.
- Manage all incoming DMs and comments across all social media channels, answering in a timely manner with brand voice in mind.
- Suggest influencer and social media brand partnerships and opportunities.
- Analyze and assess performance across social media channels. Suggest improvements and enhancements including performance of individual posts and content, as well as broad trends across platforms. Assist with monthly and campaign-based reporting.
- Serves as a point of contact for all social media platform partners that include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, TikTok, etc. Converses frequently with them to optimize these relationships and ensure the brand is leveraging all channel tools, best practices and opportunities.
- Monitor social media conversation to identify burgeoning brand, industry and societal issues and opportunities.
- Educate the broader team on new features and offerings in the social media sphere.
- Ad hoc iPhone content creation as needed (live Instagram stories, TikTok/Reels)

### Basic Qualifications:

- Experience with social media accounts; working in-house for a brand or with an agency is a plus.
- Excellent organizational skills.
- Exceptional oral and written communication skills – diplomacy and interpersonal skills are a necessity.
- Track record of brainstorming, launching, and concepting fun and creative content ideas for brands and influencers.
- Strength in multitasking is a must.
- Ability to check in on nights and weekends, as social media is always on.

If you are interested in joining our team, email your resume to [karen@herselfco.org](mailto:karen@herselfco.org)