



BIOFIELD TUNING

## Social Media Coordinator

### REPORTS TO

VP of Sales and Marketing

### LOCATION

Hybrid Remote/Colchester, Vermont

### TYPE

Part Time

### FLSA STATUS

Non-Exempt

### SUMMARY / OBJECTIVE

We are looking for a talented Social Media Marketing Coordinator to manage our social media accounts. You will be responsible for creating original copy for our video content, managing posts, engaging with audience, and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a Social Media Marketing Coordinator, we expect you to be up to date with the latest digital technologies and social media trends on all social media platforms. You should have excellent communication skills and be able to express our company's views creatively.

This position works independently and as part of the marketing team on the development, execution & monitoring of marketing email, digital marketing initiatives, social media, and content marketing campaigns; creates original content, coordinates marketing & industry events and conducts market research and supports the sales process.

### RESPONSIBILITIES / DUTIES

- Execute a results-driven social media strategy.
- Develop and curate engaging content for social media platforms.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on ROI.
- Perform research on current benchmark trends and audience preferences.
- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Oversee social media accounts' design.

- Suggest and implement new features to develop brand awareness, like promotions and competitions.
- Stay up to date with current technologies and trends in social media, design tools and applications.

### **Other Responsibilities**

- Requires work with others in a group or team, external customers, face-to-face discussions with individuals or teams. Requires strong interpersonal and communication skills that support individuals and teams, effective problem resolution, and sustainable, successful working relationships.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Highly creative with experience in identifying target audiences
- Proven work experience as a social media coordinator
- Excellent copywriting, and copy-editing skills
- Ability to deliver creative content (text, image, and video)
- Strong experience, and skilled in graphic design
- Solid knowledge of keyword research and Google Analytics
- Knowledge of online marketing channels
- Excellent communication skills
- Analytical and multitasking skills

## **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Marketing, business, or related field
- Experience with marketing automation and CRM tools
- Knowledge of SEO preferred
- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Strong technology acumen working with Microsoft Office, and project management software

## **PHYSICAL REQUIREMENTS**

Bending or twisting, reaching, sitting, standing, climbing, and walking. Safely moving or lifting objects up to 15 pounds. Use hands to handle, control, or feel objects, tools, or controls.

## **WORK ENVIRONMENT**

This is almost exclusively a computer-focused, office-based position. It is required that this individual is adept in using multiple forms of technological communication. If working outside of the office at any point, it is imperative that the person who fills this role is easily accessible and responsive during business hours.

## TRAVEL

Travel out of state is not needed for this position.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

*This Job Description is not a contract of employment. All employment remains at will. Performing all or some of these tasks to expectation is not a promise or guarantee of continued employment. This Job Description and any tasks listed can be temporarily or permanently changed or modified at any time in the company's sole discretion, with or without prior notice to the employee and with or without being in writing. You may be required to perform other jobs for the company even if not within your job or department. The duties and responsibility describe the general nature and level of work performed in this job. They should not be construed as an exhaustive listing of all job duties and responsibilities by employees so classified.*