

Social Media Coordinator Job Description

Social Media Coordinator duties are sort of a concoction of writing, teaching, analyzing, managing, and developing. No surprise that such a specialist needs to be creative and quickly adapt to the fast-changing technology trends. The given **Social Media Coordinator Job Description** was crafted to ease your way through a recruitment funnel so you can discern the best talents effortlessly. In case you wish to customize or update this template, download it and edit at your convenience.

Social Media Coordinator Job Duties

The potential applicants for Social Media Coordinator job will have to face a bunch of tasks referring to organization and management of social media activities in a company. Versatility and tech-savviness are the key points when it comes to hiring such a specialist; the multitude of social media coordinator duties touches upon the creation of successful marketing campaigns that serve to maintain the general brand image.

Craft advertising content that circulates throughout social media and is intended to promote sale of services and goods
Draft, edit, and proofread all levels of content including the body and headlines for all internal and external needs
Develop and realize into practice SM programs that guarantee proper online messaging and promote corporate objectives through LinkedIn, YouTube, Facebook, Slideshare, Twitter, Google+, etc.
Keep oneself informed about the latter social media trends by means of social media groups, applications, and tools
Cooperate with the related departments' staff in order to publish content on social networking platforms
Compile timely reports based on findings of one's SM monitoring
Assume the analysis of site performance metrics and counsel on content, website features or design to enhance the efficiency of web applications and/or content

Social Media Coordinator Responsibilities

Along with the foregoing list of Social Media Coordinator duties, we've drafted the identical one comprising a stack of the most common responsibilities for this role:

Hatch decent content (image, text, and video) that drives user engagement
Hype the newly fabricated/developed products
Keep track of SEO and web traffic
Stay abreast of all the social media updates and modifications
Counsel co-workers on how to make use of social media with the highest success rate
Ensure the communication on a "customer – company" level both online and in person
Manage the performance of SM accounts
Urge new ways to expand the existing client base

Social Media Coordinator Requirements

As seen from the paragraph above, the range of Social Media Coordinator responsibilities implies creating and promoting the company's SM strategies in order to ensure profitability. Due to this fact, the majority of companies pay attention to the following requirements when hiring:

Educational background in New Media, Marketing or matching field of study
Operating experience as an SM Coordinator
High level of familiarity with various social media spaces
Proficiency in keyword research, SEO and Google Analytics
Working knowledge of online marketing channels and strategies
Aptitude at delivering creative content (image, video, and text)

Social Media Coordinator Key Skills

Combo of analytical and creative mind
Multitasking abilities
Impeccable communicative skills
Ability to coach and supervise
Time-management practitioner
An eye for detail
Tech-savviness
Flexibility and adaptability