



**Title:** Social Media Coordinator

**Department:** Digital

**Reports to:** Social Media Team Lead

**Job Summary:**

Strong is in search of a **Social Media Coordinator** to join the digital team.

In this role, the Social Media Coordinator will assist the Social Media Team in staying on top of daily tasks for automotive dealership clients. You'll need to have strong attention to detail, a creative mind, and a passion for digital marketing.

The Social Media Coordinator will handle scheduling and posting for Facebook, Instagram, Twitter, and Google My Business. Daily monitoring of interactions and activities on these channels is important as well.

You'll be instrumental in analyzing results using Facebook, Google Analytics, and Hootsuite. Knowing what works and what doesn't will be essential to creating client reports. This position will be responsible for managing reporting and communication with account managers on 20 or more social clients.

On the creative front, you'll find plenty of opportunities to think outside of the box. From social posts to blog writing, you'll get to put your creative copywriting skills to use. Crafting editorial calendars and community research are also a big part of Strong's social strategy.

Your organizational skills will come into play with new client startups. Our customer base is always growing, so there is no shortage of work when it comes to onboarding new clients. You'll work with the rest of the team to make sure new dealers get up and running smoothly.

On the internet, reputation can make or break you. That's where the Social Team's help in reputation management comes into play. You'll help make sure that our clients keep up with comments and reviews on Google and Facebook.

If you are experienced in business-to-consumer social media, we want to hear from you. Check us out on Facebook – we know you're online anyway – then send us an application and see what you can accomplish with Team Strong behind you.

**Overview:**

- Develop, curate, and schedule engaging content for social media platforms including Facebook, Instagram, Twitter, Tiktok, and Google My Business
- Execute a results-driven social media strategy for 20 or more social clients
- Assist in the creation, editing, and proofing of written, video, and photo content
- Maintain brand voice across social media channels
- Create content calendars for clients as requested
- Monitor and report on social media metrics
- Interact with users and respond to social media engagements, comments, and reviews as needed
- Perform community research and maintain client community guidelines for all social strategies
- Communicate with AT and clients in regard to account, strategy, and metrics as needed
- Follow guidelines set by Digital, Brand, and Compliance standards
- Assist Content Team with creating, monitoring, and editing blog topics
- Write, schedule, and share blogs to social media channels
- Boost certain Facebook posts via allocated budget
- Coordinator set up of new client accounts and create new social accounts if needed
- Coordinate name-change requests and troubleshoot account issues
- Create monthly social email templates and send to Email Team for deployment
- Create graphics as needed via tools like Canva and Adobe Photoshop
- Learn and utilize all social media management tools including: Facebook, Instagram, Twitter, Google My Business, Adobe Photoshop, Canva, Hootsuite, Zapier, Google Analytics, WordPress, Bit.ly, and
- All other duties as assigned by Manager

**Qualifications:**

- Bachelor's degree in Marketing or related field; or equivalent experience
- 1+ years of professional social media management experience and extensive knowledge of B2C social media marketing
- Knowledge of past, current, and upcoming trends in social media and digital landscape
- Experience using social media management tools (Hootsuite, Sprout Social, etc.)
- Strong attention to detail
- Excellent copywriting and copy-editing skills
- Proficiency in Microsoft Office and Google Workspace
- Experience in Adobe Photoshop and Canva preferred
- Automotive industry knowledge is a plus