



## **SUGAR'S GIFT**

### **Social Media/AdWords Coordinator**

Social Media Coordinator is responsible for planning, implementing and monitoring a company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales.

We are looking for an experienced and creative Social Media Coordinator to join our marketing team.

As a Social Media Coordinator, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts.

You will be working closely with the Marketing and Sales departments.

### **The Social Media Coordinator Duties and Responsibilities:**

- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools such as Buffer

- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Recruit others, if needed, and train others on team
- Provide constructive feedback

### **The Social Media Coordinator Requirements and Qualifications:**

- 3 years of experience as a Social Media Coordinator or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Experience in Google AdWords
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills