



## **Social Media Coordinator**

### **Primary Responsibilities:**

- Oversee the tracking and analysis of all social media efforts.
- Develop and implement strategies for new online activism and social media efforts.
- Oversee blogging efforts.
- Oversee social networking profiles and initiatives.
- Research current social media and online advocacy trends.
- Write content for website, social media profiles and emails.
- Perform any other duties assigned by the supervisor.

### **Experience:**

- At least one year of marketing experience.
- Ability to conduct and analyze marketing research.
- Excellent written and verbal communications skills.
- Understanding of complex marketing concepts and strategies.
- Strong analytical, organizational and time-management skills.