

# Social Media Coordinator Job Description template

## Social Media Coordinator Job Description Template/Brief

As the Social Media Coordinator, you will be responsible for managing the company's social media accounts. This includes creating and scheduling posts, analyzing data, and engaging with followers. The ideal candidate will have experience with all major social media platforms, including Facebook, Twitter, and Instagram. They should also be able to work independently and be detail-oriented.

## Social Media Coordinator Job Profile

The Social Media Coordinator is responsible for maintaining and expanding the organization's social media presence in order to increase brand awareness and build relationships with customers. The Social Media Coordinator creates and maintains social media accounts, including Facebook, Twitter, LinkedIn, and Google+, and posts content on a daily basis. Additionally, the Social Media Coordinator monitors social media activity and responds to customer inquiries in a timely and professional manner.

## Reports To

- Marketing Manager

## Social Media Coordinator Responsibilities

- Maintaining and expanding the organization's social media presence
- Creating and maintaining social media accounts
- Posting content on a daily basis
- Monitoring social media activity
- Responding to customer inquiries
- Generating ideas for social media campaigns
- Managing social media advertising
- Writing and editing social media copy
- Reporting on social media metrics
- Collaborating with other members of the marketing team

## Social Media Coordinator Requirements & Skills

- Excellent written and verbal communication skills
- Strong organizational skills
- Ability to multitask
- Knowledge of social media platforms
- Familiarity with social media analytics
- Creative thinking