

Social Media Coordinator Job Description

Wellspring Digital is looking for a talented and creative social media coordinator to help develop and maintain a strong online presence for our company and client base. Your role is to implement online marketing strategies through social media accounts via organic and paid methods, which deliver positive results and ROI.

Social Media Coordinator Responsibilities:

- Develop monthly editorial calendar for each client
- Create engaging content that works for multiple social media platforms
- Set up and run paid social media campaigns effectively
- Research latest social media trends and relevant hashtags
- Measure and report on social media analytics
- Communicate with clients directly when needed
- May occasionally be tasked with writing blog posts for clients

Social Media Coordinator Requirements:

- Working knowledge of the Facebook, Twitter, Instagram, LinkedIn, and YouTube platforms
- Must have an understanding of Facebook Ads, Twitter Ads, and LinkedIn Ads platform
- YouTube account optimization knowledge and experience is a plus
- Strong organizational skills required
- Have a strong writing background and a desire to produce content for all social media accounts
- Must be comfortable working in a fast-paced environment
- Comfortable managing multiple social media accounts for several clients at once
- Multitasking and analytical skills
- Strong communication skills
- Willingness and ability to learn on a very steep learning curve!

If you would like to learn more about Wellspring Digital, please contact us jobs@wellspringdigital.com