

Job Title: Social Media / Marketing Coordinator

Division: All

Reports To: Marketing Manager

Experience: Entry Level

Hours: Part-Time to Full-Time

Job Summary:

The Social Media / Marketing Coordinator will support the marketing department by developing and optimizing digital content to grow audience engagement, increase brand recognition, and generate new leads.

Supervisory Responsibilities:

- None.

Duties/Responsibilities:

- Support Marketing Manager with project organization.
- Track SERP visibility and goal conversion rates and make improvements to the website.
- Proofread all materials in the approval process. This includes but is not limited to spelling, grammar and brand standards.
- Compose and post online content for the company's websites.
- Brainstorm, research, and write articles for our blog.
- Create and manage social media content.
- Develop and implement innovative digital ad campaigns.
- Develop daily/weekly/monthly reporting through Facebook, Instagram, Google Analytics and web tracking platforms to gauge the success of campaigns.
- Assist with creating and updating digital ads within Google Ads and Facebook Ads manager.
- Create and update retargeting ads within Facebook and Google Ads.
- Assist with ongoing Google Ad budget pacing and optimization.
- Attend community events, luncheons, trade shows, and other related events on behalf of ARS.
- Other duties as assigned.

Required Skills/Abilities:

- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent sales and customer service skills.

- *Excellent organizational skills and attention to detail.*
- *Excellent time management skills with a proven ability to meet deadlines.*
- *Excellent knowledge of social media platforms such as Facebook, Instagram, and Twitter.*
- *Strong analytical and problem-solving skills.*
- *Ability to prioritize tasks.*
- *Ability to work on multiple projects at a time.*
- *Proficient with Adobe Creative Suite.*
- *Experienced with Facebook Ads Manager.*
- *Experienced with Google Ads.*
- *Experienced with Google Analytics or related web tracking platforms.*
- *Understanding of SEO and web traffic metrics.*
- *Creative mindset.*
- *Team player.*

Education and Experience:

High school diploma or equivalent.

At least one-year related experience required.

Physical Requirements:

Prolonged periods of sitting at a desk and working on a computer.

Must be able to lift up to 15 pounds at times.