

## **SOCIAL MEDIA COORDINATOR**

- Increase follower count on all platforms
- Maintain a consistent posting schedule across all social media platforms
- Monitor and respond to comments, messages, and mentions in a timely and engaging manner
- Track engagement metrics such as likes, shares, comments, and click-through rates
- Analyze social media insights and metrics to identify trends, opportunities, and areas for improvement
- Develop and curate high-quality content (posts, images, videos, etc.) that aligns with brand voice and values
- Ensure content is visually appealing, informative, and relevant to target audience
- Create content calendars outlining themes, topics, and posting schedules
- Monitor content performance and adjust strategies based on audience feedback and analytics
- Foster a sense of community and engagement among followers
- Encourage user-generated content through contests, challenges, and interactive campaigns
- Participate in relevant conversations, hashtags, and trends to increase brand visibility and reach
- Collaborate with influencers, partners, and other brands to expand reach and engagement
- Develop and execute targeted ad campaigns across social media platforms
- Set campaign objectives, budgets, and targeting parameters
- Monitor ad performance, including impressions, clicks, conversions, and ROI
- Optimize ad campaigns based on performance data and insights.
- Implement lead generation strategies to capture and nurture leads through social media channels
- Track lead acquisition metrics such as sign-ups, downloads, and inquiries
- Qualify leads and pass them on to the sales team for follow-up
- Measure the effectiveness of lead generation efforts in driving sales and revenue