



Title: Social Media Coordinator

Function: Marketing & Communications

Location: Remote

Reports to: Manager, Digital Technology

Hours: Freelance up to 40 hours per month

S. Sutton & Associates Inc. is a global network of consultants providing customized Innovation Teams of subject experts with specific technical expertise to help nonprofit organizations and philanthropists maximize their philanthropic efforts and achieve significant impact.

POSITION SUMMARY:

We are looking for a Social Media Coordinator to support marketing and communication tasks for the consulting firm, S. Sutton & Associates Inc. As part of the greater Marketing & Communications Team, you will be supporting the overall strategic plan of the team and the organization.

Specific responsibilities include but are not limited to:

- Coordinate and execute Mailchimp communications
- Prepare and post content for the firm's social media channels, with a focus on business development
- Prepare marketing statistics, compile monthly social media/Mailchimp analytics
- Participate in regular team brainstorms to generate ideas for social media and blog content strategies
- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts layout
- Suggest new ways to attract prospective customers, like promotions and competitions

KEY COMPETENCIES

- Proven work experience as a social media coordinator
- Expertise in multiple social media platforms (LinkedIn and Mailchimp experience are an asset)
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to gasp future trends in digital technologies and act proactively
- Outstanding organization, time management, and prioritization skills
- Demonstrated ability to successfully accomplish responsibilities in high-pressure, high workload environment
- Demonstrate a high level of ownership of tasks and sound business judgment
- Be seen as a key contributor to the team process
- Demonstrated ability to fulfill responsibilities remotely and in a virtual environment
- Demonstrated ability to work with variable teams in diverse environments on behalf of a wide range of clients
- Exceptional written and verbal communication skills
- Superior attention to detail, professionalism, and good judgement

TO APPLY

Please file resume and cover letter consolidated into one document with the subject line "Social Media Coordinator" using the [Apply Here button](#) on the S. Sutton & Associates Inc. Website addressed to:

Michael Turner
Manager of Digital Technology
S. Sutton and Associates Inc.

Candidates will be contacted and interviewed on a rolling basis until the position is filled. S. Sutton & Associates Inc. is committed to diversity and encourages applications from underrepresented group