JOB TITLE: Social Media Coordinator
DEPARTMENT: Marketing and Communications
REPORTS TO: Senior Director of Marketing and Communications
LOCATION: Remote

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to say thank you.

Vision: We envision a future where all who serve believe the American people care.

THE OPPORTUNITY:

Reporting into the Sr. Director of Marketing & Communications, the Social Media Coordinator will coordinate the company’s social media program. Coordination includes but is not limited to:

- Execute a results-driven social media strategy.
- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with marketing team to create a social media calendar.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.

QUALIFICATIONS & EXPERIENCE:

- A bachelor’s degree in communications or equivalent field is preferred; relevant work experience strongly considered in addition to or in lieu of educational requirements.
- Passion for social media and proficiency with major social media platforms and social media management tools.
- Proficiency with video and photo editing tools, digital media formats, and HTML.
- Excellent social listening skills.
- Ability to understand historical, current, and future trends in the digital content and social media space.
- Strong copywriting and copy-editing skills.
- Top-notch oral and verbal communication skills.
- Impeccable time management skills with the ability to multitask.
- Detail-oriented approach with ability to work under pressure to meet deadlines.
- Demonstrates good technical understanding and can learn, develop and implement new processes and tools quickly.
- Demonstrates a working knowledge of Microsoft Office, Google Suite and other productivities software and communications platforms; experience and proficiency in using analytical tools such as Hootsuite Pro, Salesforce Social Studio, Google Analytics, and Facebook Insights to monitor and evaluate Operation Gratitude’s social media presence and performance

SALARY & BENEFITS
Competitive hourly salary and non-exempt full-time position.
Flexible, remote working.

Operation Gratitude is an equal opportunity employer. For more information about Operation Gratitude, please visit www.operationgratitude.com

To apply please email resume and cover letter to Cheryl Zerah at Cheryl@operationgratitude.com.