



Job Brief: Social Media & Strategic Communications Coordinator

We are looking for a creative and driven Social Media & Strategic Communications Coordinator to join our fast-paced and award-winning agency. The Coordinator will have up-to-date knowledge of digital and social business trends and the ability to interpret our various client needs and implement solutions with high impact and engagement. As a member of the creative services team, reporting to the Senior Social Media and Digital Marketing Associate, the Coordinator will work on a variety of products and projects across multiple platforms supporting the overall marketing, communications, advertising strategy and success for all agency clients.

The Social Media & Strategic Communications Coordinator will be responsible for maintaining a strong social and digital voice for our various clients and for our agency, contributing to the creation of scroll-stopping content and compelling storytelling, supporting earned media efforts, staying ahead of the curve on trends and identifying ways to drive engagement, improve brand awareness, brand position, reach, loyalty and overall growth.

The Social Media & Strategic Communications Coordinator will also be involved with various agency and client projects and assignments as needed in various capacities (ex: special events, networking, and cause related marketing initiatives.)

Responsibilities:

- Create engaging and high-performing custom content for multiple social media and digital platforms for a number of clients and agency, driven by strategy
- Develop innovative and engaging content calendars; create and schedule content; monitor and measure for success; present performance insights
- Assist with content creation for client photoshoots
- Maintain up to date knowledge of social media and digital trends and innovations; recommend and implement into client strategy
- Oversee client online reputation and community management efforts
- Engage with clients as agency representative
- Engage with community as client representative
- Assist with public relations campaigns that align with agency and client initiatives
- Draft and develop press materials, i.e. press releases, media alerts, bylined articles and blog posts
- Identify speaking opportunities and award submissions for clients
- Other tasks include: media monitoring; media list building; coordinating, pitching, and conducting community outreach; managing media partners; coordinating media interviews; performing market research
- Provide timely and informative measurement and analysis of all efforts and make insightful recommendations to team based on findings
- Assist in other department-related assignments, projects and tasks as needed



Requirements:

- Bachelor's Degree; marketing, communications, or journalism, or related field preferred
- Entrepreneurial spirit and positive attitude
- Minimum of 1 year experience of social media management for multiple business accounts
- Minimum 1 year experience of digital content creation for business accounts
- Up to date knowledge and familiarity of all major social media platforms (Facebook, Instagram, Twitter / X, LinkedIn, TikTok, YouTube, Snapchat, Pinterest)
- Proven ability to support multiple brands and industries; Prior marketing / PR agency or client-focused experience preferred
- Must be highly organized with excellent attention to detail
- Strong writing and editing skills; Familiarity with inbound marketing strategy and blog writing preferred
- Strong sense of professionalism; customer service experience preferred
- Professionalism regarding time, costs and deadlines
- Strong communications skills and ability to interact and present ideas
- Strong time management skills; ability to multi-task and meet aggressive deadlines
- Experience with HubSpot, Google Analytics, Facebook Business Manager preferred
- Ability to travel
- Prior experience working within content management platforms; Hootsuite, Cloud Campaign and/or Sprinklr experience preferred
- Prior experience with Word Press preferred
- Prior graphic design experience preferred; Canva experience preferred
- Prior experience with email marketing platforms preferred
- Prior digital advertising experience preferred
- Media / PR experience a plus

To Apply:

Please send a cover letter and resume to careers@flashlightmarketing.com

ABOUT US:

Flashlight Marketing is a successful creative marketing, communications and digital services agency specializing in helping privately owned businesses, entrepreneurs, and start-ups to scale and grow. Recognized by the Philadelphia Business Journal as a 2023 Best Places to Work, we leverage our years of expertise and our commitment to continuously evolve our offerings to remain ahead of the competition and exceed our client's expectations. Our passion is what drives us while strategy is what guides us. As a strategy-first agency, our thoughtful customized solutions will maximize impact, streamline expenses and attain an impressive return on investment. Working with us will allow you to achieve your strategic goals at an aggressive pace and expedite growth.

ALL POTENTIAL EMPLOYEES ARE EVALUATED WITHOUT REGARD TO RACE, COLOR, RELIGION, GENDER, NATIONAL ORIGIN, AGE, MARITAL OR VETERAN STATUS, THE PRESENCE OF A NON-JOB RELATED HANDICAP OR ANY OTHER LEGALLY PROTECTED STATUS.