

**Position Title: Social Media Coordinator (Part-Time)**

**Job Summary:** The part-time social media coordinator is responsible for planning social media calendars, creating social media posts, and assisting the social media team with brainstorming campaigns. To be successful as a social media coordinator you must have excellent knowledge of various social media platforms and the ability to combine creative campaign ideas with analytical skills to create successful posts. This candidate will have a demonstrated history of working in a fast-paced environment while delivering multiple projects on schedule.

**Key Job Elements:**

- Ability to implement social media strategies for the Center that build brand awareness and generate followers.
- Manage the social media calendar.
- Stay current with social media trends and best practices
- Brainstorm campaign ideas.
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Instagram, Twitter, and LinkedIn etc.) and how they can be deployed.
- Regularly posts messages on our social media platforms including Facebook, Instagram, Twitter, and LinkedIn etc.,
- Engage with our audience via commenting, liking, and sharing relevant content for all things center related.
- Continually monitor social channels and proactively strengthen their messaging by sharing on our social media channels.
- Review and approve social media content on a daily basis
- Research opportunities for new social marketing platforms and select adapt current process to fit the Center's needs
- Post on various social media platforms such as Facebook, Instagram, and LinkedIn.
- Analyze analytics to gauge the success of campaigns.
- Strong project management or organizational skills
- Ability to effectively communicate information and ideas in written and verbal format.
- Team player, with the confidence to take the lead and guide other departments when necessary.
- Good technical understanding and can learn new hardware and software quickly.

**Social Media Coordinator Requirements:**

Excellent knowledge of social media platforms.  
Knowledge of analytical tools.  
Creative mindset.  
Ability to multitask.  
Ability to work in a team.

**Education:** Bachelor's Degree, preferably in Communications/English, Public Relations, Marketing, Journalism or Design, Political Science. Will consider alternate education level based on passion for the industry.

**TO APPLY:**

Please go to the website listed below:

<https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000745206506#/>

No Phone Calls

This position offers a competitive salary and benefit package.

*TCF Center ASM Global is an Equal Opportunity/Affirmative Action Employer, and encourages Women, Minorities, Individuals with Disabilities, and Protected Veterans to apply. VEVRAA Federal Contractor.*