SOCIAL MEDIA COORDINATOR
New York, NY – Full Time

Job Description:
AGBU is currently seeking a Social Media Coordinator to enhance AGBU’s organizational visibility and build a strong online presence through social media platforms (including Facebook, Instagram, Instagram Stories, Pinterest, YouTube, Twitter, LinkedIn, and Snapchat). Reporting to the Marketing Director, responsibilities include developing and administering social media content to build engagement as well as supporting the overall marketing communications and promotional efforts.

Responsibilities:
- Manage all global social accounts and some regional office accounts (scheduling posts, community engagement, growth & optimization)
- Create and manage social media content calendar and posting schedule across all platforms in alignment with brand priorities and goals
- Develop new ways to leverage social media to grow audience and brand awareness
- Oversee community management and make sure all direct messages, comments, questions and concerns are answered appropriately and in real time
- Monitor social media analytics and offer detailed reporting and recommendations
- Knowledge of social ad platforms
- Build and manage influencer program
- Collaborate on marketing campaigns with in-house marketing team
- Create photo and video content with in-house production teams
- Coordinate promotion of Communication content
- Take photos and film at social events
- Copy writing with proper grammar (social captions, blogs, newsletters)
- Review, edit and provide direction on regional and global social plans and content calendars
- Identify and execute new opportunities to build engagement and fan growth, including UGC, editorials and celebrity/influencer re-posting
- Assist with management of communications platforms
- Stay on top of industry trends and opportunities with emerging platforms
- Provide administrative assistance with photo and video archiving and other communications coordination
- Role may require candidate to work after hours and/or on weekends
- Perform other related duties as assigned

Requirements:
- 2-5 years of relevant social marketing experience
- Bachelor’s degree
- Must have a deep understanding of the social media space, both globally and regionally
- Ability to think both strategically and creatively
- Results-oriented, with the ability to provide strategic recommendations based on data
- Strong communication skills with the ability to work collaboratively
- Resourceful and proactive, with strong project management skills and attention to detail
- Experience with social media publishing, analytic and listening tools
- Experience with graphic design or video editing a plus
- United States citizenship or residency required

AGBU is committed to promoting diversity and inclusion and employs regardless of race, religion, color, national origin, sex, disability, age, or veteran status. Email resume and cover letter to jobs@agbu.org. Submissions will be accepted until the position is filled. Initial interviews of strong candidates will be held as submissions are received. Salary commensurate with experience. No phone calls please.
Preferred Qualifications:

- Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator)
- Microsoft Office Suite
- Google Docs and Sheets
- DSLR Camera – shooting and editing skills

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