**Job Description:**

The ideal candidate will be passionate about social media platforms, adept at content creation, and skilled in community engagement. As a Social Media Coordinator, you will play a key role in executing social media strategies to enhance brand awareness and engagement across various platforms.

**Responsibilities:**

* Manage day-to-day activities on all company social media platforms, including content creation, scheduling, and posting.
* Develop engaging and relevant content (including text, images, and videos) that resonates with our target audience.
* Monitor social media channels for mentions, comments, and messages, and respond promptly to inquiries and comments.
* Collaborate with the marketing team to plan and execute social media campaigns and promotions.
* Stay informed about industry trends, platform updates, and best practices in social media marketing.
* Track and analyze key performance metrics (e.g., reach, engagement, follower growth) to evaluate the effectiveness of social media efforts.
* Assist in creating social media reports and presentations for internal stakeholders.

**Requirements:**

* Bachelor's degree in Marketing, Communications, or a related field (or equivalent work experience).
* Prior experience managing social media platforms for a brand or organization.
* Strong written and verbal communication skills, with an eye for detail and creativity.
* Proficiency in using social media management tools and platforms (e.g., Buffer, Hootsuite, Facebook Business Manager).
* Knowledge of social media analytics and reporting tools to track and measure performance.
* Ability to multitask and prioritize tasks effectively in a fast-paced environment.
* A passion for staying up-to-date with the latest social media trends and technologies.