



**Job Title:** Marketing and Social Media Coordinator

**Dept:** Marketing and Communications

**Accountability:** Marketing and Communications Director

### **Job Summary**

The Marketing and Social Media Coordinator will help plan and execute our branding and marketing and respond to consumer engagement across our social media channels. This person will help lead the entire social media management process, including content creation, building content calendars based on our campaigns, scheduling posts, responding to all consumer engagement across our channels, and studying and reporting on consumer engagement analytics to optimize social media strategy.

The Marketing & Social Media Coordinator will work most or all events driven by the Marketing Department, both to assist with general event needs and to engage on social media through live posting. Additionally, this position will assist in content creation for communication avenues beyond social media alongside our Senior Graphic Designer, and will help with newsletter articles and copy editing.

As the voice of La Montañita Co-op Food Market on social media, you will get to know the company and our partners inside and out to better answer consumer questions, respond to both external and internal feedback tactfully and thoughtfully, and effectively engage with influencers in our industry. At La Montañita we pride ourselves on giving back to our community and providing the best customer service possible, and the person in this position must uphold and exemplify these values each day. To this end, a genuine interest in natural and organic foods and/or the cooperative economic model is critical.

### **DUTIES**

- Respond to consumer questions, comments and feedback on social media and through other communication avenues as needed.
- Plan LMC content calendars in coordination with all Co-op retail locations and departments across four social media platforms (Facebook, Instagram, Twitter and Pinterest).
- Identify other social media platforms with high potential and set up LMC accounts and content plans to leverage them.

- Design content using the La Montañita style guide and campaign mandates, while creating a distinct social media brand perception and presence utilizing the unique features of social media platforms.
- Be aware of and track press mentions, industry news, company news and relevant events to keep both our social media content feeds and our internal understanding of new trends up to date.
- Work with Marketing and Communications Director to align social media efforts with monthly budgets and other limiting resources, with an eye toward maintaining the maximum return on investment possible.
- Analyze, report on and make recommendations to improve social media visibility and engagement.
- Assist in the creation of visual and written content for in-store promotions, email campaigns, newsletters, our website and other communications as needed.
- Work all events driven by the Marketing Department, posting live photos and updates as appropriate.
- Other duties as assigned.

## **REQUIREMENTS**

- Have an Associate's or Bachelor's degree in journalism, communications, marketing and/or graphic design.
- Have 1-2 years of experience working with or for businesses with a strong social media presence (can include internships). Have a robust understanding for how businesses use social media to promote brand message, products and consumer engagement -- be a communications ninja with a social media multi-tool.
- Understand design principles, be ready to learn and adhere to our brand mandates, and be fluent in Adobe Photoshop, InDesign, Illustrator and ideally even more Adobe Creative Suite programs.
- Be tech savvy and fully comfortable using a computer running macOS. Know your way around many social media platforms. Be proficient with Microsoft Office programs including Excel, PowerPoint and Word, and be able to learn new software quickly and efficiently.
- Have strong writing skills and be able to communicate thoughts and ideas professionally, thoughtfully and effectively with technical accuracy.
- Be a creative thinker, always coming up with new ideas or solutions to improve on existing ideas. Be receptive to and be able to offer constructive criticism, and be able to work on projects both collaboratively and on your own.
- Be a self-starter who thrives in a role that requires frequent multi-tasking. Be able to quickly return to the task at hand if interrupted.

- Have a data-driven/analytical side. You will have access to consumer engagement data, and must be able to make informed, reasoned recommendations for our social media strategy.
- Understand photography composition and videography concepts for high-quality content creation.

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**Staff Member Signature**

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**Date**

REV 10.17