



## Social Media Content Coordinator

The Social Media Content Coordinator assists the media team and creative team at Central States Marketing. This is a new position within CSM and it is imperative that this individual focuses on achieving a high-touch, multiple-channel integrative approach to engaging digital, social, and visual content which can achieve our client's goals at CSM. We are a comprehensive service marketing firm that expects quality content and creativity which is value driven for our clients.

Responsibilities include:

- Generate organic content calendars for agency clients for distribution across all social media platforms.
- Create thought-provoking graphics utilizing clients' brand voice and guidelines that enhance organic social media interactions.
- Track metrics on user interaction with social media content
- Support the media team who manages paid social media efforts for clients within the agency
- Research and analyze emerging new media opportunities for CSM's agency clients
- Analyze current trends and emerging technology in social media and make appropriate recommendations on how to integrate them into the agency's social media efforts
- Identify opportunities for growth for client initiatives and develop content/creative which enhances and builds upon this
- Create content in both long and short form
- Other duties as assigned

Candidates must possess excellent analytical and interpersonal skills and work well with all levels of staff at CSM. An ability to effectively multitask and manage multiple projects (content, creativity, and deadlines) simultaneously is essential.

Degree in marketing, communications, journalism, interactive media, or equivalent work experience. Proficiency with Adobe Create Suite and MS Office applications, along with experience with Sprout Social or Hootsuite. Experience with content creation and social media engagement is required.

To ensure full consideration, submit a cover letter and sample portfolio, if applicable, addressing the qualifications of the position, resume and complete contact information for three professional references electronically to [info@csm.marketing](mailto:info@csm.marketing)

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program.

We are an equal-opportunity employer committed to an inclusive workplace. We encourage anyone interested to apply and do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.

