



Social Media Coordinator

Central States Marketing is looking for an organized, detailed, and driven individual who is passionate about marketing and helping clients grow. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing. Central States Marketing provides the tools and training you need to hone your skills, grow your industry connections and contribute to overall company growth.

The social media coordinator will serve as a support for our social media lead. The ideal candidate will have previous marketing experience, including strong written and oral communication skills. 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, creative and deadlines) simultaneously is essential.

Responsibilities

- Work with the media department and social media lead to design and implement social media strategies to align with the client's goals
- Create organic and paid campaigns for social media platforms including (but not limited to) Facebook, Instagram, LinkedIn, Twitter, Snapchat & TikTok.
- Manage and oversee day-to-day management of social media campaigns.
- Analyze digital marketing campaigns to be proactive for success and engagement relative to goals tied to success metrics.
- Research social media trends and inform leadership and media team of changes that are relevant to the company's marketing activities

Skills/Experience

- Degree in Marketing, Business, PR, or a related field
- Social Media experience (paid and organic) and a high level of familiarity with Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, and Pinterest
- Proficient in using multi-social posting programs such as Sprout Social or Hootsuite
- Basic graphic design work and familiarity with Adobe Suite (primarily Photoshop)
- Social media certification is preferred, but not required.
- Agency experience preferred, but not required
- Enjoys working in a fast-paced environment
- Extremely detail-oriented, with clear and proven organizational skills
- Relevant experience in determining strategic targets for campaigns.

To ensure full consideration, submit a cover letter addressing the qualifications of the position and samples of paid and organic social media you've planned or executed, a resume and complete contact information for three professional references electronically to info@csm.marketing

About Central States

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.

