The Social Media and Digital Content Coordinator will be responsible for leading and executing the strategic direction of Kenwood Country Club’s social media channels by growing, managing and evaluating the platforms to capitalize on engagement and brand awareness. The Specialist will be responsible for refining and evolving our social media presence to continue offering substantive and engaging content across all social platforms and communities. This role requires a strong writing skill set, the ability to interpret performance from analytics and using creativity to expand engagement. The ideal candidate will be a highly motivated individual with experience guiding a company’s social media marketing efforts.

**Essential Duties and Responsibilities**:

* Strategize, initiate, create, coordinate, and execute social media (including LinkedIn, Facebook, Instagram, Twitter, YouTube, blogs, and new developing social media sites as determined to strategically support club’s goals)
* Generate social media strategies across platforms – plan, write and edit social media posts on multiple channels for multiple audiences
* Develop, execute, and maintain a social media program to stimulate traffic that supports marketing strategy.
* Content and campaign creation
* Pitch new, innovative social concepts, campaigns, giveaways, and ideas
* Increase community size and engagement
* Answer DMs and comments
* Use analytic tools to track growth and success across social channels and manage regular reporting
* Continually monitor the social media landscape and related trends through webinars, research, blogging, etc.
* Videography and photography experience and production, including experience in editing
* Assist with podcast production and marketing
* Assist with events hosted and/or sponsored by Club
* Assist in digital signage and text communication
* Assist with website and email blast campaigns

**Job Qualifications/Required Skills and Abilities:**

* Minimum of 3 years of experience in a corporate social media position.
* Experience writing content and developing marketing campaigns geared toward different audiences
* Strong writing, proofing, and editing skills
* Ability to adapt to the style, tonality, and vernacular of the organization
* Excellent project management and organizational skills
* Ability to organize and prioritize multiple tasks at one time from start to finish
* Experience with videography and photography editing, shooting, and uploading
* Advanced knowledge of social analytics tools
* Strong computer skills, including proficiency in Microsoft Office, Adobe Creative Suite
* Strict attention to detail
* Ability to work independently and make decisions within authority
* Highest regard for client relationship and internal support needs
* Strong problem solving and time management skills
* Willingness to alter workflow with a sense of urgency
* Excellent collaboration skills
* Will be required to attend/participate in events outside the normal workday

Full time position. Must be flexible with hours, some nights, weekends, and holidays.

Wage is commensurate with experience.