Social Media Coordinator, Dirty Mo Media

POSITION SUMMARY

This position serves Dirty Mo Media as social media coordinator. This role requires considerable familiarity and passion for digital and social media, as it involves implementing strategies, writing posts, driving engagement, analyzing data, designing graphics, editing video, creating ideas and adding value to all of Dirty Mo Media's social media platforms. This position entails sporadic work hours that often include weekends, although it does not require travel. This position will be based in our Mooresville, NC office and reports to the Dirty Mo Media Head of Content.

ESSENTIAL FUNCTIONS

- Develop clever and customizable social media strategies.
- Manage a content calendar that ensures a consistent stream of posts across all social platforms.
- Implement a unique style to the Dirty Mo Media original content network and help elevate its social presence.
- Create digital graphics and visual aids that accessorize all social channels.
- Edit and clip video footage for social posts.
- Collect analytics, measure data and educate the Dirty Mo executive team on how to best apply those learnings to improve social media objectives.
- Manage performance spreadsheets on all forms of original content, including podcasts, videos and social statistics. Compile those performances for end-of-year reports.
- Assist with content for DirtyMoMedia.com.
- Exude positivity with our audience and seek opportunities to give fans more reasons to support Dirty Mo Media.

SKILLS AND ABILITIES

Education: Bachelor's Degree (four-year college or technical school) required.

Skills Required: Must have extensive knowledge of all digital and social media platforms; must possess strong writing skills and specialize in the craft of social media copywriting; must have knowledge and experience working with graphic design suites (Adobe Suite, Creative Services and Canva preferred); must have intermediate level Microsoft Office skills; basic proficiency in Adobe Photoshop and video/audio editing (Premiere/Audition) preferred; must be a creative thinker.

Other requirements: Must be dependable, assertive, punctual and organized; pay attention to detail; have strong communications skills and the ability to work proactively with others; carry passion for social media; strive to meet goals in a highly-competitive, fast-paced environment – remotely, accurately and on deadline; possess strong analytical and research skills; problem analysis and problem resolution at both a strategic and functional level.

Email your resume to careers@dirtymomedia.com