



Job Title: Social Media Coordinator

Job duties and responsibilities:

- Develop, implement and manage our social media strategy
- Ensure social media communications are consistent with social media strategy
- Define most important social media KPIs
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools such as Buffer
- Monitor SEO and user engagement and suggest content optimization

Job requirements and qualifications:

- Experience as a Social Media Coordinator or similar role
- Experience as a Social Media Strategist using social media for brand awareness and impressions
- Experience in working with science of controlled release
- Excellent knowing of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer person reach
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BA in Marketing or similar relevant field

Please send questions or resumes to Michael Gallery at mgallery@controlledreleasesociety.org and/or info@controlledreleasesociety.org