

Social Media Coordinator Position

📍 Binghamton, NY (In-person)

Logowise

About us:

Logowise is a multifaceted creative marketing company in the heart of Downtown Binghamton, New York. We are seeking a highly motivated and creative Social Media Coordinator to join our team! Our team is tight-knit and passionate about what we do, and we're looking for someone who shares our enthusiasm for social media marketing and graphic design.

Position Overview:

As a Social Media Coordinator at Logowise, you will be responsible for creating and executing social media marketing strategies to enhance the online presence of a wide variety of clients from all different industries. This role involves managing various social media platforms, creating eye-catching visual content, and crafting compelling copy to drive brand awareness, engagement, and lead generation.

Key Responsibilities:

- Develop and implement comprehensive social media strategies to achieve marketing goals and objectives.
- Create visually appealing graphics and images using tools such as Canva, Adobe Photoshop & Illustrator.
- Write engaging and relevant content for social media posts, including captions, hashtags, and blog posts.
- Monitor, analyze, and report on social media metrics and trends, adjusting strategies as needed.
- Interact with the online community, responding to comments, messages, and inquiries in a professional and friendly manner.
- Stay up-to-date with industry trends and best practices in social media and digital marketing.
- Collaborate with cross-functional teams to ensure brand consistency and alignment with overall marketing initiatives.
- Keep abreast of emerging platforms and technologies to recommend innovative approaches to social media.

Qualifications:

- A bachelor's degree in marketing, communications, or a related field is preferred
- 2+ years of experience in social media marketing is preferred but not necessary
- Proficiency in graphic design tools, specifically Canva and Adobe Photoshop
- Exceptional copywriting and editing skills
- Strong understanding of various social media platforms and their best practices
- Creative thinker with a passion for staying on top of industry trends
- Strong communication and interpersonal skills
- Ability to work effectively in a fast-paced and collaborative environment
- Proven ability to work well within a close-knit team

Benefits:

Logowise offers a competitive salary and benefits package, including health insurance, retirement plans, and professional development opportunities. We value work-life balance and offer a supportive and collaborative work environment.

Application Process:

If you're excited about the opportunity to work as a Social Media Coordinator in a thriving company with a close-knit team, we encourage you to apply. Please submit your resume, a portfolio showcasing your work if applicable and a cover letter highlighting your relevant experience and explaining why you'd be a great fit for our team. Interviews will be conducted in person at our Binghamton office. Zoom Interviews will be arranged for applicants from outside of NY state.

Logowise is an equal opportunity employer. We welcome candidates of all backgrounds and experiences to apply.

How to Apply:

Interested candidates should send their resume, portfolio, and cover letter to allie@logowise.com by December 15th, 2023.

APPLY!

