



4.20.2021

JOB DESCRIPTION.

Digital & Social Content Coordinator

Role: Temporary, Non-Exempt Hourly

Hours: Reg Business Hours (Eastern) – Approx. 8-10 hrs p/week / 60-80 hrs. project cap

Compensation: Hourly \$25

Location: Saratoga Springs, NY (remote or in-office)

Actively Recruiting. Apply at: info@LIFTmktg.com

Project Term: Immediate through June 18, 2021

LIFT is a boutique full-service 360 advertising agency specializing in creating revenue programs and marketing strategies for a roster of national clients. At LIFT, we help launch multiple new businesses from concept to execution. <http://LIFTmktg.com/work/>

JOB BRIEF

The Digital & Social Content Coordinator will play an important support role to the company by providing assistance with coordinating actions of digital activations, influencer promotions and marketing programs. This role's primary responsibility will be to coordinate and disseminate marketing materials, information, content calendars and monitor activations of several YouTube and TikTok personalities. Additional responsibilities include monitoring content, identifying opportunities to drive sales, overseeing promotions, scheduling and participating on strategy calls, account coordination, monitoring ticket sales and to assist agency team with execution of strategic marketing campaigns.

Responsibilities

- Produce and manage influencer marketing programs
- Share content, assets and information with talent and clearly communicate all program details
- Traffic and coordinate all creative assets and messaging in support of the content and paid media programs and promotions
- Ensure activation and fulfillment of all promotions
- Monitor sales and review weekly digital reports
- Gather content and posts for recap
- Prepare account recap for client – all activations
- Assist with coordination of accounts on all levels

Requirements

- Excellent copywriting and content marketing skills
- Solid understanding of influencer marketing and familiarity with YouTubers and TikTok social media marketing
- Thorough knowledge of advertising principles, strategies and techniques
- Digital marketing / Social Media Marketing experience required
Minimum BA/BS in Marketing, Advertising, Communications (or proven interest) in live entertainment
- Min. 2-5 years in marketing or advertising agency profession
- Demonstrated excellence in use of Microsoft based applications (i.e. Outlook, Excel, PowerPoint, MSWord) and Adobe/Preview

