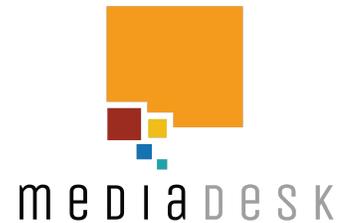


POSITION DESCRIPTION

MediaDesk is seeking communications professionals to serve on our multifaceted creative team. Team members will work with community stakeholders, nonprofits, media outlets, government agencies, and other creative professionals on branding, messaging, outreach, and marketing campaigns.



Flexible collaborative structures are possible including contracting, full- and part-time employment, and project-specific partnerships. Partial and full remote scenarios will be considered.

Associate Social Media Coordinator

Here's what you know: A) Social media isn't going anywhere — not anytime soon at least. B) Nothing gains traction on social media "automagically". It takes intention and strategy to cut through the noise. C) A social media strategy focused exclusively on impressions is like offering to be paid a salary of 100,000 pennies — a big number with very little impact. D) A good strategy paired with thoughtful copy and intentional visuals makes your heart sing.

As an associate media coordinator, you are responsible for day to day implementation of social media strategies developed by digital strategists, campaign managers, and communications associates. You help build and maintain a content calendar, coordinate or produce content for mobilization across multiple channels, and help clients leverage in-house capabilities to participate in social media campaigns through actions like content development, audience building, and cross-platform integration.

Duties and Expectations:

- Developing or implementing content calendars
- Collaborating with designers or copywriters to provide attractive and effective content
- Mobilizing content on a daily basis in client-specific voice for multiple organizations
- Monitoring all social media channels and providing engagement when appropriate
- Tracking the performance of the campaign using meaningful metrics and KPIs
- Keeping up with technologies used in social media
- Using social media marketing tools
- Tracking customer engagement and SEO to optimize campaign content
- Adhere to campaign budgets and timelines

Qualifications & Experience:

- One or more years of experience as a social media coordinator or similar role
- Proficient in business posts on social media platforms
- Understand SEO and web traffic data
- Experience developing audience persona and social targeting strategies
- Understand social media KPIs beyond “impressions”
- Organized and self-motivated with excellent time management
- Highly accountable and deadline-driven
- Attention to detail — even under pressure

SOFT SKILLS:

- Adaptable. Sets a plan but recognizes that things don't always go according to plan
- Open-minded, willing to learn something new, not rigid in beliefs or expectations
- Good customer service skills, able to communicate with staff and clients
- Possesses a growth mindset and has a willingness to receive feedback on work
- Desire to use data to inform decisions and adapt strategies
- Problem solver

About Us:

MediaDesk is a values-based creative agency that works exclusively with nonprofit and public sector organizations. Our work makes sure great causes stand out and stick around, and we help power positive change. Our company culture encourages all team members to ask questions and speak up when help is needed. We maintain an incredible team of designers, communication specialists, web developers, digital strategists, media planners, videographers, illustrators, animators, and other makers of all types who live and breathe our core values. While work takes us all over, we remain headquartered in our hometown of Albuquerque, NM.

How to Apply:

Interested applicants must submit a cover letter and resume to hello@mediadesknm.com. Both documents should indicate the job you are applying to. You may also include links to portfolios or relevant work samples. Applications will not be considered if submitted by any other means.