



Social Media Coordinator (Part-Time/Freelance)

We are –

True Synergy, Inc., a boutique professional and organizational development consulting company, based in Los Angeles, CA specializing in corporate culture change and behavioral transformation for high-growth companies. Learn more about us at www.truesynergyinc.com.

You are –

A brilliant social media superstar! You are a creative, strategic, resourceful, and innovative marketer who has a passion for improving creating brand awareness for small businesses. You also have an entrepreneurial mindset and can thrive in a small, but growing, fast-paced external consulting environment. As a social media coordinator, you will be responsible for developing, implementing, and managing our social media strategy to increase our online presence, brand awareness, and interest in our services.

Duties include:

- Develop, implement, and manage our social media strategy
- Create our content calendar
- Manage social media communities
- Write social media content and ensure it is informative and appealing
- Grow the social audience
- Design and post on our social media platforms
- Respond to other posts and increase user engagement
- Develop, implement, and measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Monitor SEO and user engagement and suggest content optimization

Qualifications:

- 2 years of experience as a Social Media Coordinator or similar role
- Be the social media strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Clubhouse, and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs
- Familiarity with web design, creating marketing landing pages, email marketing, and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Creative
- Great interpersonal and communication skills
- BA in Marketing or similar relevant field preferred

Please send your resume and cover letter to: info@truesynergyinc.com.