



## Social & Referral Coordinator

*Every Child an Author*

Join the Studenttreasures team, the leading publisher of student-authored work. We're proud to have helped over 15 Million students (and counting) become published authors. We're looking to add a Social & Referral Coordinator to the team to create and maintain a strong online presence.

If you are hard-working, dedicated and looking for a job to be passionate about our team would love to meet you!

### **Position Responsibilities:**

- Research audience preferences and discover new trends.
- Stay up to date with changes to all social platforms ensuring maximum effectiveness and maintain channel best practices.
- Support implementation of marketing strategy and execute corresponding tactics across all social channels.
- Increase brand awareness through social channels.
- Foster strong customer growth through referral program promotions.
- Create referral promotion plans for the team to implement for various referral promotions and use analytics to report on the success of the promotion.
- Facilitate online conversations with customers and respond to questions through our social channels and community groups.
- Suggest new ways to attract prospective customers through promotions and competitions.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Report on online reviews and feedback from customers and fans.
- Inform and engage existing customers using various media platforms including; social media, emails and video.
- Establish and ensure consistent brand image and voice through product lines and various promotional materials for the referral program and the main Studenttreasures business.
- Conceptualize and execute engaging referral and social promotions to generate business.
- Collaborate with Marketing Coordinator in order to prepare materials for various social campaigns and referral promotions.
- Assist other departments on various tasks as needed.

**Studenttreasures.com**

Studenttreasures, LLC, 1345 SW 42nd Street, Topeka, KS 66609, p. 800.867.2292 f. 800.862.2297



## Required Skills:

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- A minimum of a bachelor's degree in marketing, communications or related field.
- Highly organized and have strong time and project management skills with the ability to juggle multiple priorities.
- A self-starter, with the ability to thrive within a fast-paced, dynamic environment and able to independently move projects forward and prioritize tasks to meet deadlines.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- Must have a high level of creativity.
- Strong analytical skills to efficiently assess and communicate metrics and impact of marketing initiatives.
- Ability to analyze data and think strategically and make strong judgments about marketing effectiveness.
- Must be able to work successfully, handle multiple tasks simultaneously and communicate capably across functional groups.
- Excellent spoken and written communication skills.
- Experience with Hootsuite and other productivity tools.
- Ability to communicate with all levels of the business.

## Preferred Skills

- 1-3 years of experience in a social media-related field.
- Demonstrated ability to develop and implement social media strategies.
- Competency with Adobe creative production software, including Photoshop, Illustrator, InDesign, After Effects, Flash and other creative development tools.
- Executed set up and optimization of PPC campaigns on all major search engines.
- Demonstrable experience leading and managing social media campaigns.

This opening is for our Kansas City or Topeka offices and is a position that can be completed remotely for the right candidate. To apply, email [marketing@studenttreasures.com](mailto:marketing@studenttreasures.com) with your resume and cover letter.

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