



## Social Media Coordinator

*Every Child an Author*

Join the Studenttreasures team, the leading publisher of student-authored work. We're proud to have helped over 18 million students (and counting) become published authors. We're looking to add a Social Media 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:**

- Manage the content and implementation of the marketing strategy to ensure a consistent brand image and voice on social media accounts, including Facebook, X, Instagram, Pinterest, Snapchat, TikTok and YouTube.
- Suggest new ways to attract prospective customers through content and promotions to increase brand awareness.
- Stay curious and keep the pulse on new trends, audience preferences and best practices for all social platforms - be quick to implement new ideas as they emerge.
- Work closely with the Content Writer to conceptualize and execute engaging social promotions with an optimal posting schedule, considering customer engagement metrics.
- Collaborate with the marketing team to help with the overall strategy and ensure channels align with the company's goals and vision.
- Build and maintain relationships with influencers and oversee contractual agreements.

### **Required Skills:**

- A minimum of a bachelor's degree in marketing, communications or related field.
- Creative, highly organized with strong time and project management skills, including 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.
- An understanding of storytelling, ability to develop concepts, analyze results, think strategically and make strong judgments about marketing effectiveness.
- Excellent written and verbal communication skills.

**Studenttreasures.com**

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



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- Proficiency in social media platforms such as Facebook, Instagram, X, Pinterest, Snapchat and TikTok

**Preferred Skills:**

- 1-3 years of experience in a social media-related field.
- Demonstrated ability to develop, implement and execute social media strategies.
- Competency with Adobe Creative Production software, including Photoshop, Illustrator, InDesign, Canva and other creative development tools.
- Experience with Hootsuite, Later or other productivity tools.
- Demonstrable experience leading and managing social media campaigns.

**Benefits:**

- Health Insurance (Medical, Dental, Vision)
- Medical and Dental Insurance Reimbursement
- Paid Time Off (PTO)
- Life Insurance
- Short and Long-term Disability
- Flexible Spending plans (FSAs)
- 401K plan with company match
- 8 Paid Company Holidays
- Fitness Reimbursement
- Childcare Reimbursement

This opening is for our Topeka office. To apply, email your resume to [marketing@studenttreasures.com](mailto:marketing@studenttreasures.com).

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