



Job Title: Social Media Coordinator / Copywriter

FLSA Status: Exempt

Reports To: Marketing Manager

Supervises: None

Date: March 2021

Essential Functions

1. Create, conceive, and launch relevant, thoughtful, well-written and executed social media posts; post the content on various social media platforms on a daily basis
2. Manage social campaigns, promotions and giveaways
3. Serve as liaison for European social media content vendor, supply images and content as needed for the company's country-specific social media platforms
4. Meet with members of Garrett security sales team to determine products to be promoted and to conceptualize ideas; report back to Marketing Department on what is required creatively (photography, video, etc.)
5. Recommend, research and contact industry influencers for cross promotions
6. Assist Marketing Director with writing basic copy
7. Interact with, like posts and answering questions from customers
8. Monitor trends in creative content from competitors
9. Work with graphic designers to create content
10. Create and maintain social media calendar
11. Conceptualize contact and present ideas to sales and marketing teams
12. Analyze web dashboard; analyze navigation of company website; keep updated on developing trends and techniques; and provide details reports of social interactions and statistics
13. Proofread and perform copy editing of marketing and corporate documents
14. Take on other marketing design projects as time allows (digital flyers, catalog pages, print and digital advertisements)
15. Attend trade shows, special events, rallies, photo shoots as needed
16. Comply with all safety policies, practices and procedures. Report all unsafe activities to supervisor and/or Human Resources

Required Education and Experience

1. Bachelor's degree in marketing, journalism, or related field required
2. Minimum of three years' related experience required

Special Skills & Qualifications:

1. Working knowledge of Adobe Creative Suite (Photoshop & Illustrator)
2. Working knowledge of various file types (i.e., jpg, png, psd)
3. Proven record of previous successful social media campaigns; well-versed in using, interacting, monitoring social media channels and applications
4. Ability to write short, attention-grabbing posts
5. Understanding and properly using hashtags
6. Must be able to self-manage projects from initial conception to completion
7. Excellent grammar and communication (verbal and in writing) skills
8. Ability to copywrite basic company correspondence, marketing-related materials
9. Must be able to travel as needed

Work Environment

1. Well-lighted, heated and/or air-conditioned indoor setting with adequate ventilation and moderate noise.
2. May work with or near moving mechanical equipment.

Physical Demands

Light physical activity performing non-strenuous daily activities of a productive/technical nature to work from a sitting or standing position.

1. Manual dexterity sufficient to reach/handle items and work with the fingers.
2. Must be able to bend, stoop, squat, crouch.
3. Must be able to stand for long periods of time.
4. Must be able to lift up to 10 pounds, with or without assistance.
5. Must be able to sit for long periods of time.