



Social Media Coordinator

Office Location: Remote, with access to a co-working space in the East Liberty Neighborhood of Pittsburgh

Employment type: Full-time

Compensation type: Salaried, Exempt

Shift Collaborative is looking for a Social Media Coordinator to join our team to grow and manage social media accounts across a diverse mix of clients.

Ours is a team environment, and you'll be working with designers, writers, digital specialists, and strategists. We're excited by creativity and guided by research, but most of all we are drawn by curiosity to find new and smart solutions to communications problems.

The workdays are fast-paced, with a wide-ranging mix of tasks, deadlines, and activities. If you're eager to work in a supportive, engaged team, we are eager to meet you.

More About You

- You are well-versed in principles of social media marketing tactics both organic and paid.
- You are curious by nature and ask questions to improve your understanding.
- You like communicating to and working with a variety of personality types.
- You have a keen attention to the details and know when something needs to be changed or refined further.
- You thrive when working and collaborating as part of a multidisciplinary team.
- You are flexible, the social media landscape shifts often and you can go with that flow of change.
- You are motivated to solve problems and to help clients meet or even exceed their goals.
- You are local to the Pittsburgh area, but comfortable working in a remote environment.

Job Duties

- Implement the day-to-day management of social media accounts for multiple clients
- Understand each individual client, the message they are trying to send, and the target market that are trying to reach
- Write compelling content that effectively engages with target audience for each client under management
- Ensures social channels are in accordance with the clients' brand vision and the broader social strategy

- Collaborate with Shift design team to create social media content such as posts, videos, reels, and other content types
- Manage, update, and maintain social media content calendars by client
- Implement paid campaigns in collaboration with client services managers
- Measure and report performance of all social media marketing organic efforts and paid campaigns
- Manage relationships and engage with followers on social media accounts—comment on user posts, answer questions and provide assistance, or filter up to the client when needed
- Conduct regular research on social media best practices, consumers, and platforms to ensure we are keeping up-to-date with current social trends

Knowledge, Skills, Abilities

- Two years+ experience managing business accounts on Facebook, Twitter, Instagram, LinkedIn, and TikTok
- Proficiency in managing paid campaigns in:
 - Facebook Ads Manager (Facebook and Instagram ads)
 - Twitter Ads
 - LinkedIn Ads
- Proficient at understanding and analyzing data from the insights provided by each of the above social media platforms, and with social data out of Google Analytics
- Strong understanding of Google apps, particularly Google Docs, Google Sheets, and Google Slides
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Creativity and resourcefulness with an entrepreneurial attitude
- Able to stay organized and manage all of the details
- Interest in learning opportunities outside of assigned tasks, projects, and day-to-day responsibilities
- Reliable time management skills
- Ability to work independently and in concert with team members
- Must own a reliable laptop/computer to use for work

Salary Range

\$34,000-37,500

Other Important Bits

- The co-working space is a dedicated office space in East Liberty
- Group meetings and training sessions at the office may be required occasionally
- Paid holidays and paid time off
- Student loan repayment benefit
- Medical, dental, vision insurance (50% paid by company)

- Monthly expense stipend
 - Commission opportunities and profit-sharing
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How to Apply

Include a cover letter that demonstrates who you are as a potential team member. Tell us how you see yourself, the work, and this opportunity. Great writing is important to us, so use the opportunity to be creative and clear. In the cover letter, please tell us:

- What do you enjoy about social media marketing?
- Why do you want to work at Shift and not somewhere else?
- What was a situation for which you needed to learn something new to get work done, and how did you approach it?

Please supply a separate document answering the following questions. A concise answer is going to be better than a long one here; four or five sentences will be fine.

1. What questions would you ask a client who wants to start a new social media channel for their brand?
2. Tell us about a paid social media campaign you managed - what were the parameters and what were the results?

We will respond to qualified applicants with next steps.

DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.

