



# Digital Media Coordinator

## Overview

The Digital Media Coordinator is responsible for producing engaging content and managing Innsbrook's social and digital media channels to increase awareness, generate leads, enable sales and engage client and visitor interest. Successful candidates must have a positive attitude, be hardworking, detail-oriented and, most importantly, have a passion for creating compelling content through engaging and clear storytelling. They must also be a multitasking professional who knows the critical importance of managing client expectations and relationships, while working to ensure that deliverables are on time and error free.

## Responsibilities:

- Concept, produce and schedule engaging content with a consistent, cohesive brand message across all of Innsbrook's social media channels including Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google, etc. to maximize engagement.
- Coordinate digital marketing efforts including Google AdWords, SEO, etc.
- Measure and report success of digital and social media campaigns.
- Monitor social media for brand mentions and document.
- Coordinate and respond to social media correspondence and comments in a timely manner.
- Coordinate Facebook and Innsbrook website calendars, ensuring events are accurate and up to date, and other website content as needed.
- Stay up to date with the latest social media and digital marketing best practices and technologies and serve as a subject expert to the marketing team.
- Photograph select company and property owner events (includes some nights, weekends and holidays).
- Flexibility to take on additional tasks outside of typical scope as needed.

## Qualifications:

- Bachelor's degree in communications, marketing, digital media or related field of study or commensurate professional experience.
- Excellent interpersonal and communication skills.
- Strong writing and proofreading skills.
- Strong project management and organizational skills.
- Experience with website content management and analytics tools.
- Experience with social media tools.
- Ability to take initiative and juggle multiple projects.
- Able to prioritize and make quick decisions; the ability to think, plan and execute resourcefully, across multiple tasks and often under tight deadlines.
- Self-motivated, organized and independent, yet comfortable and able to work in a dynamic team environment.
- Strong photography skills a plus.
- Experience with HTML, Adobe Creative Suite and SEO desired.
- Must have a valid driver's license.

## Benefits:

- Full-time position
- Insurance, 401K and profit sharing available
- Paid time off
- Complimentary golf