

Social Media Marketing Communications Coordinator

An integral part of the Marketing and Communications team, the Social Media Marketing Communications Coordinator will be responsible for both the strategy and day-to-day operations of Boon and JJ Cole's social media channels, helping to create an integrated experience across multiple platforms and support.

The position will report to the Sr. Marketing Communications Manager and will also support marketing communications programs for both brands.

Social Media Responsibilities

Manage social media channels for both brands to continue to enhance and grow communities by:

- Working closely with the brand teams to develop social media strategies, create engaging content and manage ongoing social calendars
 - Support product launches and to increase conversions around our editorial calendar/brand stories
- Produce high-quality, engaging messaging and content to attract more customers
- Post content on all channels
- Create social advertising strategies and plans to drive both organic and paid/boosted growth and actions
- Monitor and respond to customer inquiries/comments on social platforms
- Seek out other complementary brands to follow and like their social activities, partner with for cross promotions, giveaways to drive awareness of our brands and to increase followers and engagement
- Build analytic reports based on key metrics
 - Analyze all social content and stories, gain competitive intelligence and report these insights on a weekly and monthly basis
- Identify and propose new opportunities appropriate for the brands
- Stay abreast of key industry trends, best practices, competitive insights and emerging social media trends such as assets, postings, hashtags, etc.
- Leverage & facilitate User Generated Content in marketing strategies

Assist in the management of all marcom related programs for the brands:

Digital Campaigns

- Coordinate asset creation and route to pertinent teams for approval
- Monitoring sales before, during and after campaigns and analyze results

Consumer Reviews

- Manage the logistics behind these campaigns, setting up new products, requesting samples, providing tracking information and monitoring reviews to deliver insights to product teams

Email Campaigns

- Execute and coordinate email campaigns
- Request creative for new product launches, promotions and social programs

Company's intranet - -post latest news and initiatives

Qualifications

- 1-2 years of social media marketing experience
- Expertise in multiple social media platforms, including Facebook, Instagram and Pinterest.
- Experience with SM management tools (Airtable, Hootesuite, or Planoly)
- Multitasking and analytical skills
- Excellent organizational skills and the ability to handle multiple projects while meeting deadlines
- Demonstrated creativity and documented implementation of marketing initiatives
- Excellent verbal and written communication skills
- Ability to work individually on a project or in a team environment
- Adobe Creative Suite experience a plus

Education:

- Bachelor's in Marketing, Business, Communications or related fields

We offer a competitive salary and benefits package. If interested and qualified, please submit your resume and cover letter to hr@tomy.com.