

Social Media & Design Coordinator

WORK WITH US!

About the Job:

E&I has an exciting opportunity for a Social Media & Design Coordinator based in our Jericho, N.Y. office. This position reports to the Director of Marketing Communications and Public Relations and is primarily responsible for sourcing, posting, monitoring, reporting, & analyzing activity on all applicable social media outlets. Acts as the resident expert on social media channels, including emerging trends and industry standards. Supports the creation of marketing content for other E&I communications channels, including graphic design of print and digital communications.

Responsibilities Include:

- Develops & documents social media plan including objectives, strategies, & tactics to prioritize social platforms used & to maximize awareness & engagement.
- Creates & maintains E&I profiles across social networks to build communities & drive engagement. Monitors each network to ensure relevance & frequently interacts to keep communities engaged.
- Collaborates with marketing team on implementation of social media plan, including detailed action plans & guidelines for various platforms.
- Works with the Manager, Thought Leadership to collect & identify content for social networks from internal & external sources. Follows appropriate thought leaders, groups, blogs, etc. Reviews internal communications & determines appropriate content for posting.
- Develops content for all posts & responses for follower posts & questions. Monitors & tracks discussion topics for management team. Identifies threats & opportunities in user-generated content & reports to appropriate parties.
- Contributes to evaluation of advertising concepts & executions, & coordinates with media agency to develop & execute paid social media & search plans using LinkedIn & Google AdWords.
- Contributes to Marketing Editorial Calendar by maintainnig content calendars for social platforms. Coordinates new media content with ongoing calendar & existing communication channels, including the E&I blog. Optimizes news releases for search engines & social media consumption.
- Maintains consistency of brand messaging & voice across all social platforms.
- Measures, analyzes, & reports usage statistics & other relevant data. Provides insights, recommendations, & strategic direction based on performance analytics. Monitors emerging trends & industry standards in social media, & research & recommend new social platforms & opportunities.
- Develops training materials & administers training activities, including webinars, tutorials, handbooks, etc. to support E&I staff engagement in corporate social media activities. Acts as primary resource & resident expert for all company-wide social media activities, fielding questions & providing input, support, & advice as necessary.
- Collaborates with marketing team on development/design of marketing materials, including brochures, newsletters, eblasts, sell sheets, & other collateral. Creates designs, concepts, & layouts as requested, ensuring all communications are clear & visually compelling while adhering to brand standards.
- Plays an integral role in designing, updating, & maintaining the E&I website. Works with marketing team to effectively organize, convey, & present graphic-based content. Responsible for maintaining website appearance by enforcing branding standards & making updates as directed.
- A self-starter; demonstrates flexibility & willingness to take on multiple projects.
- Works well with other & thrives collaborating in a team environment.



Sourcing. Strategy. Savings.®

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Education & Experience:

- Bachelor's Degree in Marketing, Journalism, or New Media required
- 3+ years' work experience designing & planning strategies utilizing social media
- Excellent written & verbal communication skills, including proofreading
- Strong knowledge of social networking channels
- Solid computer skills, including knowledge of Adobe InDesign, Photoshop, & Illustrator, basic HTML, and web graphics production
- Interest in research & analysis
- 5% travel required

E&I offers a competitive salary and a comprehensive benefits package which includes Medical, Dental, Vision, Life & AD&D Insurance, LTD, STD, FSA, 401(k) plus employer contribution, AFLAC and other company sponsored benefits.

Interested applicants, please attach with cover letter and salary requirements to resumes@eandi.org with the position listed in the subject heading. All responses will be viewed with the strictest of confidence.

E&I is an equal opportunity employer and is committed to providing equal opportunities for employment and advancement without regard to an individual's race, color, religion, national origin, age, sex, sexual orientation, marital status, or any characteristic protected by local, state, or federal law.