

# Content Strategy Coordinator

The Content Strategy Coordinator will assist with coordinating, monitoring and growing social media and website traffic. The Content Strategy Coordinator will also:

- Coordinate with relevant teams to implement strategies designed to increase social media growth
- Assist in researching and identifying successful trends on social media platforms
- Work with relevant teams to promote and market upcoming remote and on-location events
- Coordinate with team to create captivating social media videos
- Audit social posts prior to posting to ensure accuracy
- Monitor social channels and create relevant reports to identify areas of strength and opportunity
- Research and coordinate weekly film selection for use on website
- Monitor inboxes for coordination and prompt responses to user inquiries
- Assist with new member verification audits
- Input data from Reports / Analytics as needed
- Assist or take lead on various projects as assigned by Content Strategy Manager

## REQUIREMENTS:

- Outstanding knowledge of Microsoft excel, word and outlook required
- Knowledge of Adobe is a plus
- Able to research information independently
- Punctual, detail oriented and great with numbers
- Team player and has the ability to multi-task
- Excellent communication both in verbal and written
- Highly motivated and self sufficient
- Poise and people skills
- Excellent organization skills