



The Social Media Coordinator is a skilled professional responsible for developing and executing social media strategies and presence on all social media platforms. You would create engaging content and work on fostering community/merchant interactions. The social media coordinator is knowledgeable in various platforms and uses analytics to engage merchants and the community and grow our market area.

This position requires at least 3 years of experience with social media (FB, Instagram, TikTok, and Linked In) and a Bachelor's Degree in a related field.

This position is 20 hours per week/non-benefits eligible and requires flexibility in terms of hours worked, as this may include working evenings or weekends for events located in downtown Wallingford.

Major Responsibilities (included but not limited):

- Develop and implement social media strategies aligned with the company's marketing goals and mission.
- Create engaging and relevant content for various social media platforms, including text, images, videos, and stories.
- Plan and schedule content calendars to ensure consistent posting and engagement.
- Stay up-to-date with the latest social media trends and best practice

Social-Media/Skills and Qualifications:

- Work with the Executive Director and Board regarding understanding our target market and assist in marketing to a prospective audience
- Communicates regularly with the Executive Director on all social media posts and various platforms (FB, Instagram, TikTok, LinkedIn, Twitter)
- Engage with followers and businesses, fostering a positive brand image and building relationships.
- Develop and analyze data to identify from analytics what drives our market



- Report to the Board, when possible, on marketing trends and successes/needed improvements to social media
- Pursue digital advertising opportunities as appropriate
- Be proficient in social media and web platforms as well as emerging in other technologies
- Work and be able to interact with followers/businesses to resolve issues through social media channels.
- Must be able to work independently
- Must be able to lift at least 35 lbs.
- Requires some walking to visit businesses in the downtown area
- This job is mainly in person, but can work in a hybrid setting when needed