

JOB ANNOUNCEMENT

Position Title:	Social Media Coordinator
Application Deadline:	April 18, 2021
Position Availability:	Immediate Opening
Location:	Oceanside, CA
Position Type:	Full Time
Position Pay:	\$20 - \$25/hour, depending on experience
Benefits:	Includes company contributions to vision, dental, health, and 401k; Paid Time Off, Paid Holidays, Volunteer Time Off, and Employee Assistance Program

About the Company

Action Research is a behavior change consulting firm. We specialize in the application of social science research to outreach programs that promote safe, healthy, and sustainable communities. Founded in 2001, Action Research has international recognition as a pioneer in developing effective community-based social marketing programs. Our global clientele includes dozens of governmental agencies, non-profit organizations, and private companies who seek to promote sustainability. Our work has been highlighted in the media, presentations and publications. Our work is featured in the book *Social Marketing to Protect the Environment: What Works All* senior staff members have graduate-level degrees in the behavioral sciences and extensive experience in survey and sampling methods, strategy development and research designs.

Position Summary

The **Social Media Coordinator** is intended to support a range of social media activities associated with community-based social marketing programs in the domains of environment, health, and public safety.

Minimum Qualifications

- Bachelor's degree in Communications, Journalism, Marketing, or related field
- 1+ years of experience as a social media coordinator or similar position
- Demonstrated knowledge of social media platforms such as Facebook, Instagram, LinkedIn, and Twitter
- Some experience or knowledge of social media management platforms like Hootsuite
- Understanding of SEO best practices
- Excellent communication skills
- Ability to work independently and with a team
- Ability to manage multiple projects concurrently
- Technically competent with Microsoft Office (Word, Excel, PowerPoint, Outlook, etc.)

Desirable Qualifications (not required)

- Experience managing social media for government agencies and/or nonprofit organizations
- Experience creating and sending email campaigns
- Familiarity with using WordPress
- General knowledge of key issues related to environment and sustainability
- Training or academic coursework in psychology, community-based social marketing, or social marketing

Primary Responsibilities

- Meet with Project Managers to understand client needs, goals, and constraints
- Research current trends and audience preferences to create relevant content
- Develop and implement optimal posting schedules
- Collaborate with design team to develop attractive and effective campaigns grounded in research
- Work with in-house experts to incorporate social science principles, as appropriate
- Use social media to engage audiences, respond to questions, and promote initiatives or campaigns
- Monitor and report social media and website analytics
- Measure, record, and monitor SEO to optimize the content of campaigns
- Keep up with changes in industry best practices and technologies related to social media
- Produce draft content for review by clients and make timely revisions based on the feedback received
- Ensure timeliness, quality, and satisfaction of project deliverables to clients.

Application Instructions

Please submit the following documents by email to Melanie Stubblefield: stubblefield@actionresearch-inc.com

- 1) Resume or CV
- 2) Cover Letter describing your interest and fit for the position

Position will close on Sunday, April 18, 2021 at 11:59 pm PST

COVID-19 considerations:

All staff are currently working remotely due to the COVID-19 pandemic.

Equal Opportunity Employer



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