

Cultivating Mature Positivity



"It's the station"

JOB OVERVIEW

JOB TITLE	Digital Media Coordinator
DEPARTMENT	Management and Administrative
LOCATION	601 Upland Avenue, Suite 222 Brookhaven PA 19015
REPORTS TO	Arielle-Marie Brice, CEO

GENERAL JOB DESCRIPTION

Digital Media Coordinator creates original text and video content, manages posts and responds to followers on all platforms to increase CMPRadio.net's social media presence. Manage the company's image and in a cohesive way achieve our marketing goals, while ensuring CMPRadio.net is seen in a Cultivated Mature Positive way.

DUTIES & RESPONSIBILITIES

- Performs research on current benchmark trends and audience preferences
- Generate, edit, publish and share engaging content daily (ex; original text photos, videos, and news)
- Collaborate with Marketing Director, Station Manager and CEO to ensure brand consistency
- Communicate with followers respond to queries in a professional, timely manner and monitor customer review
- Photograph (with approval) and post CMPRadio.net's events as well as sponsored events
- Collaborate with the team once a month for any up-coming events that might need a specific post.
- Maintain the website with updated information, as discussed in monthly staff meeting
- Assist with the development of brand awareness, like promotions and competitions
- Assist with the creation and scheduling of post with HOOTSUITE

KNOWLEDGE & EXPERIENCE

- Hands on experience in content management
- Proven work experience as a Digital Media Coordinator
- Knowledge of online marketing channels

SKILLS & ABILITIES

- Excellent copywriting skills
- Ability to deliver playlist in a short amount of time
- Must be able to maintain a great sense of professionalism
- Excellent communication skills
- Familiar with web design
- Willing to learn and take on new challenges as it relates to the position.