



**Local, full-service advertising agency, Mahan Advertising, Inc.,
is hiring an innovative Part-Time Social Media Coordinator**

The Social Media Coordinator will lend support to the Account Supervisors with a strong emphasis in social media planning, execution, and reporting, ensuring that social media efforts align with overall client/marketing strategies. In addition to social media efforts, the Social Media Coordinator will play a role in public relations outreach and tracking. They will also be responsible for further developing community relationships with industry and community leaders to enhance public relations outreach and new ideas.

The ideal candidate is a go-getter, the person sitting in the front row asking questions, a team player in touch with what's going on in greater Cincinnati and surrounding markets with a pulse on all things advertising and marketing.

Below is an overview of job responsibilities and skills of this position, and is not all-inclusive. This position will begin as a part-time position but Mahan forecasts the opportunity with the right candidate to become full-time.

Job Responsibilities:

Social Media-

Content Development

Maintaining monthly & quarterly content calendars

Managing social media platforms for Mahan and clients (Including content uploads, crisis management, etc.)

Developing partnerships with key companies and organizations for promotional and/or contest opportunities.

Generate creative contests and promotions

Weekly, Monthly, and Quarterly tracking and reporting

Ability to analyze quantitative data and make strategic recommendations

General-

Creating monthly/quarterly communications with clients which will include explanation of the strategy and rationale behind the marketing tactics.

Involved in creative brainstorming and strategy sessions

Assist Account Supervisors with meeting/presentation preparation



Skill Sets:

Proofreading and Copywriting skills

Excellent written and oral communication skills a must

Born leader— Takes initiative to begin new projects and oversee them from beginning to end

Engaged and Energetic

Team player

Flexible/Able to effectively multi-task and prioritize

Organization skills a must

Ability to assess tone of online community and offer engaging content/dialogue

Understanding of crisis management (Both PR & Social Media related)

2-3 years project management experience

2-3 years experience overseeing Social Media Campaigns

Public Relations experience a plus

Well versed in Microsoft Office Tools (Word, Excel, PPT, etc.)

Qualified candidates, please send your cover letter, resume, and any samples relevant to this position to brent@mahanadvertising.com.