



SOCIAL MEDIA COORDINATOR – IRVINE, CALIFORNIA

Bolt Public Relations, an award-winning, independently owned public relations, social media marketing, and events agency with offices in California, Massachusetts, North Carolina and Texas, is looking for an exceptional Social Media Coordinator to join our team in the Irvine, Calif., office!

The Social Media Coordinator is responsible for executing social media strategy and brand voice for a diverse portfolio of clients. This position will collaborate directly with and report to the Digital Manager and involves conceptualization and execution of paid and organic social media campaigns, discovering and creating relevant daily content, managing owned social communities, and identifying relevant influencers for clients' social media channels.

Responsibilities

- Act as a creative and analytical mind on the social media team
- Execute on day-to-day social media initiatives for assigned brands
- Create and post diverse shareable content in brand voice across several social media platforms
- Develop content calendars incorporating client feedback
- Provide strategic digital ideas to increase engagement
- Assist with development of creative concepts and ideas that align with client brands
- Assist with development of strategies to optimize user engagement and drive brand objectives across all major channels
- Assist with development and execution of paid and organic campaigns
- Curate UGC, and manage fan permissions
- Light photo editing
- Responsible for day-to-day social monitoring/listening
- Responsible for day-to-day community platform management
- Assist in creating monthly Analytics Reports and Competitive Insights
- Assist in creating and editing blog posts
- Attend weekly client calls and provide insights on content calendar, competitive initiatives, and community engagement
- May require occasional on-site visits for Brand Generated Content
- Support the strategies of the social media department across all clients and platforms
- Photography and graphic design experience is preferred
- This position is full time, in-office

Requirements

- 1+ years of internship or professional social media experience, preferably in agency environment
- Passionate and active social media end-user, both personally and professionally
- Bachelor's degree in marketing, advertising, communications or a related professional degree preferred
- Excellent writing skills, knowledge of proper grammar and spelling an absolute must
- Superb communication skills
- Superior social media knowledge, including posting strategies, trending hashtags, platform capabilities, and social landscape
- Knowledge of paid social media marketing, primarily Facebook/Instagram ads, and preferably with a working knowledge of Pinterest promoted pins and LinkedIn ads
- High proficiency with sites such as of Facebook, Instagram, Snapchat, Twitter, Pinterest, and LinkedIn
- Proficient in Google Docs and Microsoft Excel



- Team player, a positive attitude and a willingness to do whatever it takes to achieve great results!
- Photography and graphic design experience is preferred

Compensation:

Bolt PR offers a competitive salary commensurate with experience, as well as medical benefits and a 401K plan.

To Apply:

To be considered, please send your cover letter and resume and salary history to CareerCA@boltpr.com.

