

Job Title: Full-Time/Part-Time Social Media Coordinator
Location: Philadelphia, PA
Reports To: Founder & President

MEE Productions (MEE) is seeking a talented Public Health Communications Professional to plan, execute, maintain, and track social media and digital campaigns for the company's behavior health projects targeting communities with the highest health disparities. MEE is interested in a detail-oriented professional with social media and public health experience, and an interest in communicating with hard-to-reach, skeptical audiences through online social media channels.

The Social Media Coordinator will organize and manage viral marketing campaigns, maintain and track high-profile social media channel accounts, and integrate interactive message content into the overall campaign strategy. The coordinator will also implement online social marketing tactics through MEE's digital and social media accounts, as well as develop original content and suggest creative ways to attract more health consumers and promote campaign awareness. The right candidate will have in depth knowledge of SEO and experience managing web analytics applications (e.g., Google Analytics, Omniture, Webtrends, Alexa, comScore), possess superior analytical ability, and have the passion to address health disparities in under-resourced communities.

The Social Media Coordinator must be a skilled, highly motivated professional for our national health communications company with offices in Philadelphia, PA, Los Angeles, CA, Atlanta, GA and Columbus, OH. The Social Media Coordinator will initially report to the Founder & President.

Responsibilities 1: Execute Social Media Campaigns including Buying/Placing Ads and Posting Content

- Develop and implement media planning and buying based on the best online marketing practices using the company's corporate credit cards
- Manage MEE's branded online/social media communities on the company's behalf using Facebook, Twitter, YouTube and other social media platforms
- Actively participate in MEE's research-based message/concept development process to inform content
- Design posts using text, image, and video content to retain audiences and create buzz around MEE campaigns

Responsibilities 2: Track, Analyze and Report on Social Media Campaigns

- Report on online reviews and feedback from target audiences
- Perform social media data analysis (on behalf of assigned projects) that supports the campaign's objectives
- Track social media campaign metrics by placed ad or posted content, and monitor relevant conversations daily
- Analyze social media campaigns based on results/outcomes of placed ad or posted content
- Report on social media campaigns utilizing dashboard or campaign tracking/reporting software
- Present marketing analytics and display trends
- Measure web traffic and monitor SEO
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Provide MEE clients with insights and information needed to make sound decisions, including producing reports and offering actionable recommendations that can maximize site rankings and increase brand visibility
- Execute best practice analytics strategies and implement new functionality as needed to deliver sound analytics support

Responsibilities 3: Working with the Accounting Department to Process Social Media Expense Reports for Placed Ads or Boosted Content

- Track social media expenses and invoices for placed Ads or boosted content
- Develop and submit invoices/expense reports based on tracking/auditing of corporate credit card charges
- Work with accounting to process social media invoices and expenses
- Maintain filing and tracking systems for all social media expenses and invoices by project (for tax auditing and archiving purposes)

Responsibilities 4: Other (Strategic & Professional Development)

- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Research audience preferences and discover current trends

Minimum Position Qualifications:

- BS Degree in Public Health Communications or relevant Social Marketing field
- Expertise in multiple social media platforms and as a social media administrator and prior blogging/Internet writing experience
- Excellent writing and proofing skills for varied audiences, with attention to detail and consistently meet tight deadlines
- Analytical skills and experience with key words and meta tags is preferred
- Strong organizational and time management skills
- Proven work experience and ability to handle multiple tasks simultaneously and work well in a fast-paced, small-business environment under pressure and to tight deadlines
- Advance knowledge in digital and social media tools (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Must have experience working in an office setting as opposed to strictly freelance work
- Ability to work well, both independently and as a team member
- Willingness to work during nonstandard business hours

Salary:

- Salary is negotiable and based on experience

Company:

MEE is a nationally recognized behavior health communications company that develops socially responsible, research-based communication strategies targeting urban and ethnic audiences with the highest health disparities. The company, based in Philadelphia, was founded in 1990 to create solutions for issues facing a variety of populations living in at-risk environments. Our primary areas of business are audience research, social marketing campaigns, and research-based media production. To learn more about MEE visit our website, www.meeproductions.com.

How to Apply: Send your resume to Sara Sullivan via email: sshays@hotmail.com