

**Job Title: Digital Media Coordinator**

**Location: [Your Location]**

**Job Type: Full-time**

**About Us:**

[Your Company Name] thrives on innovation and the seamless integration of digital media with traditional marketing. We're on the hunt for a Digital Media Coordinator who can bring fresh ideas and a strategic mindset to our dynamic team.

**Job Description:**

The Digital Media Coordinator will be instrumental in shaping and executing the digital media strategy to amplify our brand's voice and presence. You will collaborate with various departments to drive projects from conception through execution, ensuring that all digital media campaigns align with our business goals.

**Responsibilities:**

- Plan, execute, and benchmark digital marketing campaigns across all digital networks
- Lead the design and maintenance of our corporate website, ensuring optimization for user experience and compliance with SEO best practices
- Develop, implement, and manage our social media strategy to increase engagement, follower growth, and conversion rates
- Coordinate with advertising and media experts to improve marketing results
- Manage end-to-end video production for online platforms—from storyboarding to production to distribution
- Use a variety of Web analytics tools to monitor performance and suggest improvements
- Prepare accurate reports on our marketing campaign's overall performance
- Coordinate with external agencies and vendors to execute promotional events and campaigns
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV, etc.)

**Key Skills:**

- **Project Management:** Strong ability to oversee digital projects from inception to successful execution.
- **Strategic Planning:** Excellent skills in crafting strategies that increase company and brand visibility.
- **Video Production:** Skilled in producing high-quality videos that engage different audiences across various online platforms.
- **Social Media Management:** Proficient in managing multiple social media profiles; understanding platform-specific nuances.
- **Web Analytics:** Familiarity with web analytic tools (e.g., Google Analytics, WebTrends).
- **Creative Design:** Proficiency in graphic design and video editing software (Adobe Creative Suite, Final Cut Pro).
- **Collaborative Skills:** Ability to work with cross-functional teams to meet digital media and marketing objectives.
- **Adaptability:** Capable of adjusting to new technologies and applying them to marketing principles.

**Qualifications:**

- Bachelor's degree in Digital Media, Communications, Marketing, or a related field.
- At least 3 years of experience in digital marketing or digital media roles.
- Strong understanding of how content works on a social web.
- Proven experience with email marketing, lead generation, and SEO.

**How to Apply:**

Interested candidates should send their resume, a detailed cover letter, and examples of digital campaigns managed to [Your Application Email]. Join us to be a part of a forward-thinking team that values innovation and quality in digital media.