

Social Media Coordinator



INCUMBENT: Vacant
REPORTS TO: Digital Content Manager
LOCATION: Bowling Green, KY
STATUS: Full-time, Exempt, Hybrid
DATE: Open Until Filled

DESCRIPTION

The Social Media Coordinator is responsible for managing and growing the National Corvette Museum's presence on various social media platforms. Along with content development, the Social Media Coordinator will manage the daily posts across social media channels to increase brand awareness and engagement. In addition, this position will monitor, track, and analyze social media performance and provide regular reports to the Digital Content Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a comprehensive social media strategy to increase brand awareness, engagement, and followers for the National Corvette Museum, NCM Motorsports Park, and NCMI.
- Manage daily posts across multiple social media channels (Facebook, Twitter/X, Instagram, TikTok, LinkedIn, etc.) in line with our brand voice and content calendar.
- Create and curate compelling content, including text, images, and videos, that effectively tells the story of our brand and engages our community.
- Collaborate with other departments to capture and showcase exciting Museum events, exhibitions, and behind-the-scenes activities.
- Experience with WordPress platform and minor website updates.
- Monitor, track, and analyze social media performance to gain insights and optimize future strategies.
- Provide regular reports to the Digital Marketing Manager on social media activities, growth, and engagement metrics.
- Actively engage with our online community by responding to comments, messages, and inquiries in a timely and professional manner.
- Identify and implement opportunities for audience growth and increased interaction.
- Stay current with social media trends, tools, and technologies to ensure our social media strategy remains innovative and effective.
- Experiment with new and alternative ways to leverage social media activities.
- Responsibilities are not all inclusive, additional duties may be assigned.

EDUCATION/EXPERIENCE

- Bachelor's degree in Marketing, Communications, or a related field.
- Experience with Google Analytics, Ad, Adwords, and Meta Business Suite.
- Proven experience in running organic social media channels for a brand or organization.

QUALIFICATIONS

- Strong skills in content development and visual storytelling.
- Excellent written and verbal communication skills.

- Ability to work independently and as part of a team in a fast-paced environment.
- Must possess a reliable and high-speed internet connection.
- Passion for the Corvette brand and automotive culture.
- Valid state driver's license is required.

ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit and/or stand for long periods of time.
- Ability to lift and carry up to 20 lbs.
- Ability to operate computers and other equipment in the office.
- Must have sufficient mobility to move around the office and the community.