



## Marketing Coordinator

This role is designed to assist in providing management to More Granola's social media presence. By supporting communications on various social platforms, the Marketing Coordinator will ensure that content published meets brand guidelines and overall communication style. This individual will monitor social media channels to build a community of followers, handle support questions, and increase engagement.

### **Details:**

- 30 hours per week
- \$15.50 / hr

### **Tasks:**

- Use Later to plan content schedule using database of photos and reels, brand approved language, and content schedule (giveaways/collabs).
- Post in feed according to Later's time recommendations
- Engage with / respond to comments in feed.
- Find new accounts within target market (health/wellness/food/cooking) to engage with. Comment on posts and follow in effort to build community.

### **Important for the Role?**

#### **Understanding key audiences**

This individual will implement social media campaigns to align with marketing strategies on specific platforms that fit best with their niche audience. Social Media Coordinators understand that this is the first step to an effective social media strategy of building a community. By understanding their audience, they will be able to maintain & increase followers on specific social media platforms easier and more successfully.

#### **Strong communication skills**

This individual has strong communication & interpersonal skills to positively engage with audiences on a daily basis. They ensure that they are responding & interacting with existing followers as well as using communication methods to increase followers to social media accounts.

#### **Building relationships**

This individual ensures that customers on social media platforms are being nurtured and responded to. This individual is a “people person” and enjoys engaging with customers as well as providing excellent customer service to the online community.

**Additional opportunities:**

- Content Creation
- Tiktok Management
- Pinterest Management
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**Important Metrics:**

- Brand Awareness (Views/Reach)
- Audience Growth Rate (Followers)
- Engagement Rate (Like/Comments per post)

**For Inquiries and Applications Please Contact:**

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