

Social Media/Marketing Coordinator – Job Description

Thrust Flight is seeking a talented social media/marketing coordinator capable of executing organic social media campaigns and paid social media campaigns to promote our rapidly growing flight academies. As a marketing coordinator, this person will execute marketing initiatives and provide daily support to the marketing team. They will also monitor and communicate market / industry trends, consumer feedback, and adjust the campaigns accordingly with the team. Given success in individual projects, this position will also have the opportunity to assist in managing territories, creating training materials and the potential for project management.

Key responsibilities:

- Plan, manage, and execute social media posts and campaigns in organic social media & paid social media on a day-to-day basis.
- Responsible for developing relevant content calendars for all organic & paid social media campaigns
- Work with the Marketing Team to plan and execute visual campaigns
- Pursue and develop relevant Influencer connections and contacts to build an influencer model for clients
- Manage day-to-day activities related to social media. This includes tracking and analysis of social media conversations across various platforms, maintenance of our brands' social media sites and reputation management
- Research and develop hashtag campaigns, follower campaigns, and any other relevant strategic campaigns for organic and paid social media campaigns that align with the company's brand integrity
- Collaborate with cross-functional teams to map territory, game plan, and launch marketing plans
- Maintain professionalism in all communications and always uphold the values of the company
- Stay current and forward thinking on new tools and platforms, best practices and use within the competitive landscape

Qualifications:

- Bachelor's degree in marketing, business, or communications or another related field
- Experience in supporting integrated advertising campaigns across multiple departments
- Advanced skills in Adobe Creative Suite (Photoshop, InDesign and Illustrator)
- Proficient with Microsoft Office applications, including Excel
- Must be excellent with time management
- Strong and proven copywriting skills
- Highly organized individual who can multitask
- Excels at researching opportunities and trends within the organic and paid social media landscape
- Able to manage conflicts and difficult situations both internally (project-based) and externally (public-based)
- Excellent presentation and written communication skills
- Experience managing multiple projects simultaneously