

Job Title: Online Content Coordinator

Position Summary:

The Online Content Coordinator is responsible for managing and growing the organization's online presence across all social media platforms. This position oversees local media social media accounts, creates engaging digital content, and ensures consistent messaging across all online channels to promote programs, events, and initiatives.

Key Responsibilities:

- Manage and maintain all social media accounts, including local media and organizational platforms
- Create, schedule, and publish engaging content (graphics, captions, videos, and stories)
- Monitor social media accounts daily and respond to comments, messages, and inquiries in a timely and professional manner
- Collaborate with staff to promote events, programs, deadlines, and announcements
- Ensure brand consistency, tone, and messaging across all social media platforms
- Stay current with social media trends, tools, and best practices
- Assist with other online content needs as assigned (website updates, email content, or digital promotions)

Qualifications:

- Strong written communication and organizational skills
- Experience managing social media platforms (Facebook, Instagram, X/Twitter, TikTok, etc.)
- Basic graphic design and content creation skills preferred
- Ability to work independently and meet deadlines
- Familiarity with scheduling tools and analytics platforms is a plus
- Knowledge of local media or community-based organizations preferred

Work Environment:

- Combination of independent and collaborative work
- Flexible schedule may be required to cover events or time-sensitive posts