

## Social Media + Design Coordinator

### About IP

Isenberg Projects is a creative consulting agency based in Boston that specializes in placemaking and community engagement. We believe that the best communities are hyper collaborative and inclusive, and that magic happens when community members are an integral part of the changes happening around them.

Through our relationships with cities, districts, developers, artists, small businesses, musicians and nonprofits and cultural institutions, we are committed to amplifying voices and varying perspectives to foster shared value and active places.

We recognize the value of diversity in our projects, community and our workforce and are committed to equal opportunity. We are making a commitment to shifting our current racial demographic to emphasize and prioritize hiring BIPOC candidates for all available positions. This will be practiced until the team is at least 30% BIPOC, and will continue indefinitely thereafter

### About the Social Media + Design Coordinator

As the Social Media + Design Coordinator, you are obsessed with knowing (and setting) new trends in design, events, retail, and social media. You seek to not only be the first to know what's cool, you want to share it with everyone you know. You're the first to show off an epic restaurant experience on Instagram and Tiktok, and your friends look to you to find out what's happening in Boston. You are highly organized, a strategic thinker, and you *always* know how to reach your intended audience.

In this role, you will be running alongside our Director of Marketing and Senior Designer, working on developing marketing campaigns, social media plans, newsletter content, content calendars, and designing graphics. You are an excellent writer, with the ability to switch tones and voices flawlessly to suit the needs at hand. You thrive in a fast-paced environment and aim to be three steps ahead of your coworkers.

### This job entails

- Managing a range of client social media accounts simultaneously
- Effective storytelling, writing marketing copy in multiple voices and/or tones
- Juggling multiple projects and deadlines at once
- Search engine optimization, digital metrics
- Maintaining digital graphics and photography library
- Collaborating with creative directors, branding experts, developers, marketing, and other professionals to create media and comprehensive marketing campaigns
- Developing compelling paid and organic campaigns, original content, copy, and photography, that supports and reinforces brand messaging
- Research into trends in design, social media, and guerilla marketing
- Designing cohesive visuals across all platforms, including social media, website graphics, digital images
- Using analytics tools to collect data and create reports that inform future digital marketing/social media efforts

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- Designing graphic templates for social media
- Researching and coordinating with influencers to leverage third party content creation
- Pulling vendor quotes
- Participate in creative brainstorming to generate ideas for clients
- Deliver flawlessly on assigned project components
- Community management and engagement with audience across channels
- Recognizing moments of crisis and elevating to your team/client with a recommendation for how to manage the situation
- Flexibility regarding non-traditional work hours in order to stay on top of social content and engagement, always to be discussed in advance and coordinated with your manager

## Qualifications

- A Bachelor's degree or equivalent work experience
- 1-2 years experience in digital marketing, preferably in an office environment
- Strong communication skills and the ability to multitask and prioritize jobs based on deadlines
- You've mastered Google Drive, Microsoft Suite, and social media platforms
- Experience with social media scheduling and newsletter software (i.e. Sprout Social, Later, Mailchimp)
- Proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, and Canva.
- Understanding of basic SEO principles as it relates to content creation for web
- Experience with Wordpress and Google Analytics are a plus
- Experience with Asana Project Management software is a plus

## About you

- You are determined - not only can you build something special without a roadmap, you thrive in discovering the unknown and overcoming obstacles
- You balance a big picture mindset with rapt attention to detail
- Organization is your bff
- You are passionate about making our cities more engaging
- You can make friends with anyone
- Curiosity is your fuel
- You have a solutions oriented mindset. No problem is unsolvable, and you get excited by new challenges.
- You love to discover new places and figure out what makes them unique
- Interested in arts and culture and design
- Your confidence is infectious

Competitive salary commensurate with experience (\$60,000) with employer covering 80% of health insurance and dental, disability and life insurance in addition to a comprehensive retirement and 401k matching program.

Applicants must be based in Boston.