



COMMUNICATIONS/SOCIAL MEDIA COORDINATOR

IMMEDIATE SUPERVISOR: PROJECT MANAGER
STATUS: FULL-TIME
LOCATION: AMIDEAST CASABLANCA/RABAT

POSITION SUMMARY:

The Communications and Social Media Coordinator will work closely with a variety of department managers in coordinating Amideast's communications, activities and brand awareness. The position will require managing social media accounts, creating content, editing content of others, proposing new brand campaigns and highlighting the organization's successes. The position may be based in Casablanca or Rabat or a combination of both with remote work being possible. The position will require detailed organization, as well as creative initiative.

RESPONSIBILITIES

- Manage Amideast's Social Media Accounts including Facebook, Instagram, Twitter and LinkedIn leading to consistent, increased growth of membership or fans
- Collaborate with various Amideast departments (Special projects, English language, EducationUSA, Testing, etc.) on a daily and weekly basis to manage needed announcements and postings.
- In addition to coordinating content from other departments, also provide weekly and daily posts reflecting the following standards: Generate themes, topics and format of each posts across Amideast departments, including a variety that represent video posts, photo posts, text posts, live Q&As, etc.
- Develop a quarterly communications/social media calendar to coordinate Amideast's communications
- Use Adobe suite tools such as Adobe Premiere Pro, Illustrator, Photoshop, Audition, and After Effects to create, touch-up, and finalize content
- Identify opportunities and innovative ideas for applying new technologies, digital products and services to online campaigns.
- Develop and maintain a database of photos and videos for promotional purposes.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and act on the information
- Coordinate with IT to ensure website updates and edits are completed within 48 hours of request during the business week
- Coordinate with Amideast's external graphic designer to conceptualize, design, edit, and distribute/deliver promotional materials including flyers, posters/roll-ups, brochures, videos, animations, social media posts, etc.
- Attend special events each month, such as special project events, to take photographs and videos and develop content;

- Develop, maintain, and instruct others on a system for backing-up, sharing, and organizing the organization’s digital assets and intellectual property
- Produce monthly reports incorporating data about postings and reactions from the public, as well as tracking conversion rates that show new business as a direct result of the social media postings.

Qualifications

- Firm grasp of social media tools and platforms including Facebook, Instagram etc.
- At least three years of experience working in communications, social media, launching community initiatives, building an online forum, creating an event series or similar experiences.
- Ability to identify and track relevant community metrics (e.g. repeat attendance at events)
- Excellent communication skills in English, Arabic and French. Minimum 800 on TOEIC.
- Hands on experience with social media management for brands
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired.
- Knowledge of HTML, website content management and graphic design a plus
- Self-starter, good time management, creative, with ability to communicate in a professional manner
- Ability to work well independently, and within a team

NOTE:

- This job description is not intended to be all-inclusive, and the incumbent will perform other reasonable business-related duties as assigned by the immediate supervisor and other managers when necessary. Amideast reserves the right to change duties and responsibilities as the need arises. This position description does not constitute a written or implied contract of employment.

TO APPLY:

If you are interested in applying for this position, please submit your resume and a cover letter to hmrocco@amideast.org before January 15, 2024, at midnight.