



We Get Family

Job Description

Job Title: Coordinator, Consumer Engagement
Report To: Sr. Digital Brand Manager
Location: Atlanta
FLSA status: Exempt

Summary

An experienced social marketer with a passion for entertainment, curiosity about user behavior, and believes in the power of community and creating advocacy in order to make an impact on businesses.

Essential Duties and Responsibilities

Content Creation

- *Social Content Development* – Identifying assets, copywriting social, email, and site content.
- *Content Management* – Requesting and tracking delivery of assets and maintaining a month ahead editorial calendar across social, web, and email/automation UP TV owned platforms.
- *Production Coordination* – Assisting in the production process through timelines, scripting, prop gathering, setting up shots, and general coordination of production-related needs.
- *UGC Management* - Maintains UGC library and deploys appropriately based on campaigns and internal directives.

Content Deployment

- *Social Content Scheduling & Deployment* – Scheduling social content across all social channels, and where scheduling is not available, deploying content in real-time.
- *Paid Social Deployment* – Setting up campaigns to specifications from Sr. Digital Brand Manager, and deploying paid campaigns. Managing channel approval of campaigns to ensure they are running.
- *Paid Social* – Deploying paid social as instructed by Sr. Digital Brand Manager, optimizing daily, and reporting daily on valuable audience insights.

Community Interaction

- *Driving Viewership & Engagement* – Utilizing social conversation across all social channels during new airings of UP originals as a vehicle to engage a digital audience with the goal of driving UP TV viewership as well as responding to all inquiries regarding channel placement, tune-in information, technical concerns, and UP Faith & Family.



We Get Family

- *Trend & Conversation Hijacking* – Constantly evaluating trends, influencers, and brands for appropriate opportunities to make UP a part of the conversation. Elevating approvals where any risk is involved.
- *Community Advocacy* – Maintain a log of internal statements regarding our business to be used when appropriate as well as gathering community questions and being the internal advocate to get them answered.

Reporting

- *Weekly & Monthly Dashboard Reports & POVs* – Compiling priority data points on a weekly and monthly basis across all UP social channels and providing a strategic and actionable POV to address optimization.
- *Conversation Highlights & Trends* – Creating a weekly report to inform of highlights that occurred, ranging from conversations that engaged brands or influencers, content or conversation that engaged a high volume of interaction, repeated questions from the communities that should be addressed, a prevailing sentiment within the communities. etc.
- *Campaign Recaps* – Develop a recap of all digital/Consumer Engagement efforts around shows and campaigns.

Education/Experience

Bachelor's degree (B.A.) from a four-year college/university. Excellent written and verbal communication skills. Understanding of the full social landscape and how it is successfully managed within the entertainment industry. Experience using native and enterprise level digital and social workflow and paid media solutions. Proven track record of using social platforms to drive conversation.

Computer/Technical Skills

To perform this job successfully, an individual must be proficient in all social platforms, social deployment and listening tools, social analytics platforms, basic graphic design and video editing software skills, and web analytics platforms.

Supervisory Responsibilities

This job will not have any supervisory responsibilities.

This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform other related duties as may be required by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.



We Get Family

Application Process

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-upty/jobs/8310-digital-coordinator>

For information on our company, visit www.upty.com