



Others play
politics. We do
politics.

SOCIAL MEDIA COORDINATOR – 2022

COMPANY PROFILE

Cor Strategies is a Midwest-based political solutions company that drives results. Founded in 2009, we're the largest full-service center-right political company in Illinois. To date we've worked with over 550 campaigns and 200 businesses & organizations.

We use our expertise and relationships to make a difference by doing work that matters. Our mission is to drive improvement by helping people, organizations, and causes progress commonsense center-right principles and promote the public good.

POSITION DESCRIPTION

Cor is seeking a Social Media Coordinator who can bring even more excitement and personality to our marcom department.

The Social Media Coordinator will develop and implement digital strategies for our private and public sector clients, with an emphasis on social network systems. The Social Media Coordinator will be responsible for managing our clients' presence on social networks, focusing on increasing their reach and effectiveness, enhancing their brand and identity, and promoting their message.

As part of this, they will utilize messaging provided to them to create communications content for social media as well as assisting with creating content for emails. Work will be in coordination with all departments, including political, events, field, government affairs, data and telecom, and particularly marketing. This individual will also assist with developing content for Cor's company communications and marketing.

The Social Media Coordinator will also coordinate digital ad buys for our clients. This primarily consists of social media and search advertising, which can become complicated as our advertising strategies for our clients include multiple levels of geographical, ideological, demographic, and behavioral targeting. It also includes display, mobile, video, audio, and content advertising.

Ideally, this individual also possesses intermediate graphic design and layout skills to assist with daily content needs. Working with our designers and marcom team as needed, they will help develop social media graphics, event invitations, website graphics, email templates, presentations, and possibly even simple videos and audio.

Clients range from candidates for public office, elected officials, associations, think tanks, businesses, and non-profits.

Individuals in this role must have a documented ability to communicate effectively in writing as well as verbally, as well as the ability to write in another's voice. The ideal candidate will be clever, have a content background (research, content creation and management), and be extremely familiar with the digital media landscape, including social media networks. They must have the ability to multi-task and handle multiple responsibilities at the same time. They must embrace challenges and have the ability

to set ambitious goals and deliver results. Candidates must hold right-of-center political beliefs and be located in (or able/willing to travel to) Chicagoland.

POSITION RESPONSIBILITIES

- Develop and implement innovative, effective and comprehensive strategies to create and manage our clients' social media presence on networking sites (Facebook, Twitter, YouTube, LinkedIn, etc).
- Work directly with multiple clients and be able to understand their identities, messaging, and strategic goals in order to give each the impression that they are your only client.
- Lead efforts to build online communities, capture and engage new audiences, and coordinate viral campaigns and targeted online outreach programs to promote brand awareness and drive key audiences to our clients' marketing outlets and collaterals.
- Manage day-to-day activities, including online advocacy, writing and creating content, community-outreach efforts, promotions, etc.
- Research emerging technologies to identify new opportunities for our clients as well as new technologies that Cor can provide.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of clients' campaigns to maximize results.
- Monitor conversations and engage audiences to build relationships with key influencers, and establish alliances with outlets in order to generate content and foster cross-promotion.

POSITION REQUIREMENTS

- Demonstrable relevant online experience, specifically in social networks, online strategy, project management, and online marketing.
- Personable and friendly, able to interact professionally and constructively both internally and externally.
- Excellent verbal and written communication skills, attention to detail, and understanding of messaging and branding.
- Knowledge of social media advertising, content management, SEO/SEM, email marketing, and design and editing tools
- Outstanding quantitative and analytical skills, including fluency in digital monitoring and reporting tools.
- Self-starter with ability to work independently and as part of a team.
- Desire to learn and an interest in continued involvement in center-right politics.
- Strong commitment to Cor's mission, vision, core values, and clients.
- Passion for the opportunity and field as well as an interest in growing with an innovative firm.
- Located in (or able/willing to travel to) the northwest suburbs of Chicago.

POSITION COMPENSATION & BENEFITS

Compensation will be commensurate with experience and responsibilities. Cor provides health insurance benefits, a flexible work schedule, and rapid advancement opportunities.

A background network diagram consisting of a complex web of thin grey lines connecting various sized grey circular nodes. The nodes are scattered across the page, with some being larger than others, and the lines are thin and light grey. The overall effect is a subtle, modern network pattern.

TO APPLY: [CORSTRATEGIES.COM/CAREERS](https://corstrategies.com/careers)

Send a cover letter, resume, three references, and links to your social media profiles to Hub@CorStrategies.com. Phone calls will not be accepted.