



3820 Forest Street  
Denver, CO 80207

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## Job Posting for Social Media Coordinator

### Combination of In office and Remote

We are looking for a social media coordinator to be responsible for overseeing the company's interactions with the public by implementing social media platforms' content strategies. The perfect candidate should possess knowledge in public relations, analyzing engagement data, identifying trends in customer interactions, planning digital campaigns to build an online community and developing relevant visual and written content. You should be a self starter, extremely creative, dedicated, analytical, and possess excellent organizational, photography, videography, written and verbal communication skills.

### Essential Duties and Tasks:

- Schedule and coordinate the social media calendar with all relevant team members
- Direct, film, and produce 1 professional creative video per week
- Create 3 sets of batch photos per week
- Ability to successfully edit video footage to get desired results
- Develops and analyzes social media performance metrics, and coordinates responses to customer feedback via comments and DM's with all relevant team members
- Research industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products in weekly batch and blog write ups
- Prepare well-structured drafts using content management systems
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (Brand narrative and tone)
- Submit all work to director for input and approval prior to publication
- Completes EOD tracker and updates Trello platform
- Consistent monthly tracking of social media analytics and ongoing trends with the ability to follow brand guidelines and procedures associated with social media

### Experience Requirements:

- Bachelor's degree(preferred) in Marketing, Communications, English, Journalism or relative field OR Associates degree
- 2 +years of management experience in social media content, influencer marketing, and content writing.

- Experience with photography, videography and other visual content
- Efficient in editing software including but not limited too: Premiere Pro, Photoshop, Lightroom CC, After Effects, Illustrator and Acrobat.
- Strong numerical and analytical skill set with ability to interpret quantitative data
- Experience with Google Workspace, Trello, Grammarly and/or other related content management systems and tools preferred
- Hands-on experience with Wordpress or related website development platforms preferred
- Familiarity with industry-related web publications/platforms and experience doing research using multiple sources
- Excellent writing, editing and communication skills
- Ability to meet deadlines
- Flexible availability to attend and shoot local events which may include weekends and/or evenings
- Must be 21 yrs old and live in Denver, Colorado
- Valid MED Badge or ability to obtain one
- Must comply with all legal and company regulations for working in the cannabis industry
- Must consent to and successfully pass a background check

Monday-Friday (9am-5:30pm 40/hrs per week) with event flexibility for evening and weekends

**Salary Range:** \$50,000 - \$65,000 DOE + Mileage Reimbursement

To be considered for this position please submit an ***updated cover letter and resume*** to [salli.morgan@dialedingummies.com](mailto:salli.morgan@dialedingummies.com)  
Resumes received without a cover letter will not be considered.