

Los Angeles School of Gymnastics, a non-profit small/medium size organization catering to youth and adults in the sports, gymnastics and Special Olympics is growing at a tremendous pace and is now seeking an individual with public relations (PR), social media and/or lead generation agency experience to support our public relations, social media, lead generation and content marketing capabilities. You will ideally have technology, financial, professional services and/or hospitality client expertise and a desire to serve and support multiple client relationships, and to manage cross-disciplinary media (i.e. print, digital/social, lead generation, events, etc.) projects. Individual with vocational or industry specific training in this field or starting out in the job market in this industry would be a perfect candidate to build their portfolio and/or job experience.

Client Services Coordinator Role:

Client Services Coordinator will provide public relations, social media, lead generation and content marketing support to our client engagement GM as well as support a variety of strategy, design and brand implementation projects. The Client Services Coordinator is responsible for managing internal and freelance resources and supporting client teams to ensure the timely and profitable completion of all deliverables. The Client Services Coordinator is also expected to nurture the client/agency relationship, in order to identify opportunities for additional work with weekly reporting capabilities on ROI, progress, stats and status of progressive social media/pr and overall status of campaign to GM.

Requirements:

- + Entry-level to 3+ years public relations, social media and/or lead generation agency experience
- + Cross-disciplinary project management experience ranging from print to digital/social/lead gen to event media on either client or agency side
- + Familiarity with marketing automation platforms (i.e. Salesforce, MailChimp, ExactTarget, Constant Contact, Marketo, Eloqua, Pardot, **Hubspot** (is a must!) , HootSuite, etc.
- + Entrepreneurial spirit and skilled in developing and sustaining new client relationships
- + Experience collaborating with teams of strategists, designers, copywriters, developers, etc.
- + Confidence and presence to engage with executive-level audiences
- + Exceptional verbal and written skills
- + Sense of humor
- + Fastidiousness
- + Creativity

The ideal candidate will be responsible for producing compelling original written content that supports our digital marketing strategy. This role is also responsible for analyzing, managing and reporting on the various social media campaigns and other projects undertaken by the company regarding content creation, SEM, web and mobile strategies.

The ideal candidate will be analytical, yet creative, and demonstrate a strong ability to blog, tweet, and post and engage the social community. In addition, she/he will have a strong background in writing and digital content management.

RESPONSIBILITIES:

Writes, edits and proofs compelling, strategic and persuasive content copy for email, search, display and other digital marketing channels and campaigns;

- Generates, champions and implements ideas for new ways to engage our audiences through content including infographics, landing pages, life cycle events, web articles and campaigns;
- Embraces flexible writing styles based on content goals including conversion oriented copy;
- Ensure content is written with SEO best practices to support and execute inbound marketing;
- Collaborates in development of editorial calendars for all content-related programs;
- Monitors industry trends on content management and B2B best practices;
- Tracks performance of content pieces to ensure success against stated KPI's;
- Manages bilingual Social presence of the Company and seeds content across channels;
- Executes the social media strategy, coordinating and encouraging with all stakeholders;
- Monitors trends in social media tools, industry, best practices and applications;
- Tracks performance of social campaigns to ensure success against stated KPI's;
- Becomes an advocate of the Company, manages the external blog and outreach programs;
- Works with SEM supplier(s) to ensure campaigns are fully optimized;
- Works with internal/external SEO teams to ensure optimization of product strategies.

Desired Skills and Experience

- College or University diploma in Marketing or equivalent;
- 2 to 5 years of experience in a similar role with increasing responsibility;
- Proficient in use of social media and leveraging of these platforms for maximum effect;
- Demonstrated results as a Community Manager or Social Media Manager/Strategist;
- Understanding of Content strategies and Inbound marketing;
- Proven ability to write short and long form social content that has delivered results;
- Experience in Search Engine Marketing and Optimization (SEM & SEO);

- Exposure and knowledge of Email Marketing a definite asset;
- PR, Marketing, Communication and Sales experience a definite asset;
- HTML, CSS and experience with web technologies experience a definite asset;
- Strong technical aptitude and ability to leverage all manner of tools for efficiency;
- Excellent written and oral communication skills in both French and English;
- Advanced Microsoft Office skills, especially with MS Excel and PowerPoint;
- Strong project management skills, with ability to manage multiple tasks and priorities;
- Proven ability to work in a fast-paced environment and under deadlines effectively.