



JOB OPENING NOTIFICATION

POSITION: Part-Time Social Media Coordinator

ISSUED: February 29, 2024

CLOSE: Until filled

OETA has an immediate opening for **Part-Time Social Media Coordinator** in its OKC office. We're looking for a candidate that is passionate about OETA's mission: to inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.

This position will serve in a dynamic, creative, and collaborative department assisting in social media and OETA's digital presence to drive exposure, build followers, and create new and exciting digital content. The Social Media Coordinator will report to the VP of Marketing and Communications.

DUTIES

- Plan, monitor, strengthen, and maintain presences on OETA's key social media channels (Facebook, Instagram, Twitter, YouTube, Threads). Seek and lead new opportunities for OETA social media outlets and experimentation.
- Develop multi-platform digital content such as: blogs, social videos, images, copy, etc...
- Assist other departments in optimizing content for digital distribution (SEO, metadata, content creation)
- Assist with and oversee on-site/event/in-production social media strategies and execution at major events, conferences, meetings, and other public activities.
- Create monthly and/or campaign-specific social media analytic reports.
- Align digital media content with promotional priorities established by the VP of Marketing and Communications.
- Research and provide input on innovative social media strategies.
- Other duties as assigned.

PREFERRED QUALIFICATIONS

- Minimum of one years' experience in a fast-paced marketing environment
- Experience with Meta Business Suite and other scheduling and analytics tools
- Proficiency in Adobe Creative Cloud applications (Photoshop, Illustrator, After Effects & InDesign)
- Google Analytics reporting experience
- Experience in paid social media advertising
- Excellent written skills and a strong eye for design
- Familiarity with the OETA programs and service offerings
- Knowledge of online media workflows, environments, and digital asset management systems

COMPENSATION

\$18 - \$20 per hour

HOW TO APPLY

Send cover letter, application, and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501 or email to employment@oeta.tv. Applications are available online at OETA.tv or in person at 7403 N. Kelley Avenue, Oklahoma City. Please provide professional references

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.