

Entry Level, Part-time Social Media Content Coordinator



World Red Eye (WRE) is a global multi-media digital agency capturing the cultural revolution in Miami through in-depth, exclusive photojournalism. Established in 2010 by celebrity lensman, Seth Browarnik, WRE instantly became the top destination for around the clock coverage of the world's most illustrious celebrities, brands, nightlife venues, and events, as the world turned to the Internet and social media for instant information. Since establishing his career in 1999, Browarnik has told the story of South Beach by capturing memorable moments that made their way to the pages of distinguished publications around the globe. WRE is at the forefront of a major shift in the advertising industry away from traditional banner ads towards "social advertising" that engages consumers, inspires sharing, and produces social lift, or "earned media." WRE is hiring a Entry Level, Part-time Social Media Content Coordinator that will take our company to the next level.

Description:

- Build and execute social media strategy/content on Instagram, Facebook, and Twitter
- Generate, edit, publish and share daily content
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Attend events for live on-site social media coverage
- Knowledge of Facebook & Instagram Ads

Requirements:

- Knowledge in celebrity/music industry is a must
- Must be able to work NYE, Art Basel, SOBEWFF, Miami Music Week, & Miami Swim Week
- Positive attitude, detail and customer oriented with good multitasking and organization skills
- Proven working experience in social media marketing or as a digital media
- Excellent consulting, writing, editing (photo/video/text), and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Understanding of online marketing and good understanding of major marketing channels

Please submit a portfolio with social media experience or any relevant work to
info@worldredeye.com