



Position Title: Social Media & Website Coordinator

Department: Marketing

Supervisor: Director of Marketing

Position Type: Full time – exempt

Salary & Benefits: \$38,000, comprehensive health and dental insurance, 401K, 12 paid holidays and paid time off

Position Summary:

The Social Media and Website coordinator's role is to maintain a positive presence for Eastern States Exposition (ESE) and The Big E across the social media spectrum—Facebook, Twitter, Instagram, etc. Serves as liaison for social media consultants (Noise New Media) for content, contesting, promotions and social listening. Manages and provides content for social media and ESE website. This role has the ability to influence the highest levels of the organization regarding social and digital media goals.

Position Responsibilities:

- Oversee and create content and design for the The Big E, ESE and Storrowton Village Museum websites, social media pages, providing consultation on best practices in social media communication.
- Partner with social media consultants regarding content creation, and to monitor social media presence and make recommendations in this ever-evolving medium.
- Responsible for content management system of website.
- Responsible for the initiation of posts, status updates, share photos, and answer queries from the public.
- Manage any emergency communication needed via social media per established emergency protocol.
- Ability to monitor, record, analyze and report on activities, trends and results of online marketing efforts and utilize that to grow the various audiences.
- Conduct research on and remain current with existing and emerging technology.
- Write for various ESE publications, including the Daily Biggie Sez newsletter during the Fair.
- Assist with special projects, marketing, advertising and public relations support, production.
- Complete any other duties as assigned including attendance at professional development opportunities, special projects, participation in company committees, etc.

Position Requirements:

- BA in English, Journalism, Communications, Information Design or related field.
- At least one year experience in digital communications/social media; experience with photography, videography, and/or video editing preferred.
- Demonstrated skills in writing and research are essential.
- Expert knowledge of Facebook, Instagram, Instagram Stories, Snapchat, Youtube, Tik Tok, Twitter.
- Experience in web design and content management, with working knowledge of Google Analytics.
- Familiarity with social media management software (Agorapulse, Hootsuite, Sprouts Social) preferred, not required.

- Strong computer/software skills in a Windows environment.
- Excellent skills in interpersonal communication.
- A desire to be creative and work collaboratively.
- Flexibility, enthusiasm, and a sense of humor.
- Ability to walk, sit and stand for extended periods of time.
- Some night and weekend work, including extended hours during all days of the annual fair.

To Apply:

Please fill out our online application form - <https://tinyurl.com/JobESE> - and include your resume, a cover letter, and a sample of your writing. Only completed applications that include a resume, cover letter and writing sample will be considered. Questions regarding the application process can be addressed to employment@TheBigE.com. Positions are open until filled. Priority consideration deadline: May 21, 2021

Eastern States Exposition (ESE) is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

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