



## Social Media Marketing Coordinator

Celebrating over 25 years, Black Star Farms is Michigan's premier wine and culinary destination with two wine processing facilities/tasting rooms, a luxury Inn, a farm-to-table café, and numerous venues for weddings, corporate groups, and special events.

**Objective:** An opportunity for current or graduating college students to gain professional experience in a multitude of different work environments.

### Job Description

- Manage and execute unique communications across a variety of platforms to create and maintain the company's brand(s), including, but not limited to:
  - Facebook, Instagram, Pinterest, Google, LinkedIn, etc.
- Capture and catalog unique, stylized video & photo content for departments and products.
- Generate, edit, publish, and share engaging content daily through original text, photos, videos and news.
- Communicate with followers, respond to queries promptly, and monitor customer reviews (always-on-duty mentality)
- Monitor SEO and web traffic metrics generated from social events
- Coordinate and research social influencer engagements and campaigns
- Research and coordinate brand sponsorships and campaigns
- Research, benchmark, and operationalize current trends, audience preferences, and trends and inform management of changes that are relevant to the company's marketing activities.
- Actively suggest and implement new features to develop brand awareness (i.e. promotions, competitions, etc.)
- Stay up-to-date with current technologies and trends in social media, design tools, and applications
- Creatively engage with the marketing team to develop and implement social media strategies to align with business goals
- Set key performance indicators for social media campaigns, such as targets for a certain number of shares or likes, and measure a campaign's performance and effectiveness.
- Other duties as assigned

### Candidate Requirements

- Proven work experience as a Social Media Manager
- Demonstrated experience in content management
- Excellent copywriting skills and ability to flex tone for different brands
- Proficiency in photography preferred
- Video & photo and editing capabilities preferred
- Proficiency with Adobe Creative Suite preferred
- Knowledge of online marketing channels
- Familiarity with CMS web design
- Excellent communication skills





## BLACK STAR FARMS

- Professional and enthusiastic demeanor
- Resourceful problem solver and go-getter attitude

**Compensation:** Based on experience, with opportunities for tips in select departments

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