

Social Media Coordinator/Copywriter - Tergar International

Job Description - May 2021

About Tergar

Tergar Meditation Community supports individuals, practice groups, and meditation communities around the world in learning to live with awareness, compassion, and wisdom. Grounded in the Tibetan Buddhist lineage of our guiding teacher, Yongey Mingyur Rinpoche, our online and in-person programs are accessible to people of all cultures and faiths, and support a lifelong path toward the application of these principles in everyday life.

Tergar International is a 501(c)3 non-profit organization that develops and delivers Tergar programs, in partnership with our sister organization Tergar Asia. Tergar International is based in the United States of America in the Twin Cities of Minneapolis / St. Paul, Minnesota, with a staff of nearly 40 employees and core contractors who work in various locations around the world.

Job Overview

Tergar International is seeking a creative, metrics oriented, Social Media Coordinator, with substantial professional copywriting experience, to join our growing Marketing Team. In this role, you will be responsible for developing and implementing our social media strategy in order to increase our online presence, build effective brand awareness, and improve our marketing efforts by writing clear and concise copy for ads, publications, and websites. Your words will inform, inspire, and influence thousands of people around the world. Our ideal candidate is a team oriented, highly skilled and imaginative writer, with an eye for details.

Organizational Structure

The Tergar Social Media Coordinator will function as a member of the Tergar Marketing and Communication Team, and will support a variety of cross-team projects within the organization. The Social Media Coordinator will report to the Tergar Marketing and Communication Manager.

Primary responsibilities

- Oversee day-to-day management of campaigns and ensure brand consistency
- Facilitate scaling brand and company awareness through various social media channels
- Develop, implement and manage our social media strategy
- Ensure brand consistency in copy through tone, voice and terminology
- Supervise all aspects of social media interaction between customers and the company, and ensure a positive customer service experience
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube
- Ensure progress on all platforms by using analytical tools such as Google Analytics and others

- Writing clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters, social media)
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- Collaborate with designers, marketing team and other teams on large and small-scale marketing projects (e.g. email campaigns and landing pages)
- Conduct high-quality research and interviews
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach
- Source images and other content
- Simultaneously manage multiple projects with short deadlines
- Oversee the creating and implementation of the monthly editorial calendar which includes monthly sales objectives and initiative
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube
- Implement, track and achieve Social Media industry's KPIs
- Co-create, manage and oversee social media content
- Measure the success of every social media campaign together with Digital Specialist
- Stay up to date with the latest social media best practices and technologies
- Work with copywriters and designers to ensure content is informative and appealing
- Monitor SEO and user engagement and suggest content optimization
- Ensure progress on all platforms by using analytical tools such as Google Analytics and others
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- 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

Requirements

- At least 3 years of experience as a Social Media Strategist using social media for brand awareness and impressions
- At least 3 years of experience in producing copy for digital, print and broadcast channels
- Native English speaker
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Thorough understanding of SEO concepts and web traffic metrics
- Strong research skills
- Creativity
- Excellent time-management and organizational skills
- BSc/BA in marketing, English, journalism or related field
- Excellent knowledge of Facebook, YouTube, Twitter, Instagram, Google+ and other social media best practices

- Experience conducting and analysing audience and buyer persona research
- Demonstrated ability to leverage metrics to achieve Social Media KPI targets
- Familiarity with web design and publishing
- Critical thinker with strong problem-solving skills
- Team player who enjoys collaborating with others
- Great interpersonal and communication skills
- Personal interest in Buddhist topics, meditation, and mindfulness practices
- Knowledge of Tergar content and teachings is preferred

Job Classification

- Exempt, salaried
- Full-time (40 hours per week)

To Apply

Please submit your cover letter and resume/CV, along with at least 3 samples of your work or a link to your portfolio, to marketinghires@tergar.org. The deadline for applications is July 31, 2021.