



# Coordinator, Social Engagement

The Greater Phoenix Economic Council (GPEC) is actively seeking a Coordinator of Social Engagement to join the Marketing and Communications team. This position reports to the Vice President of Marketing, and is responsible for assisting in the development of new content for the website, managing the various social media channels for the organization, and supporting marketing campaigns and website maintenance.

## Job Overview

- Working with the MarComm team to create new content for GPEC's website, including blog posts.
- Manage the social media channels for the organization.
- Build GPEC's brand through digital platforms.
- Support the Marketing team with updates to the website and analytical reviews.

## Job Responsibilities

- Development of brand awareness through online channels.
- Understanding of SEO best practices and implementation strategies.
- Deliberate planning and goal setting to support brand awareness, engagement and conversions.
- Producing multiple blog posts per week for GPEC.
- Social media, including developing the strategy and implementation for Facebook, LinkedIn and Twitter; including but not limited to developing a content strategy, promoting posts and developing an ad strategy.
- Support the development of global digital marketing strategies.
- Support with script writing for videos and content development.
- General editing for GPEC content.
- Support with website content and upkeep.

## Requirements, Qualifications and Desired Traits

- Bachelor's degree in communications, marketing, journalism or related field.
- One to three years related experience.
- Familiarity with AP Style.
- Video experience preferred, but not required.
- Exceptional organizational skills.
- Strong project management skills, including the handling of multiple projects simultaneously.
- Excellent communication skills (both verbal and written).
- Experience working in a team-oriented environment.
- Analytic and data driven perspective.
- Driven, focused work ethic.
- Strong accountability.
- Excellent follow-up and follow-through.
- Strong capacity for multi-tasking and meeting tight deadlines.
- Self-starter with the ability to think creatively and work effectively with small teams.
- Professional demeanor at all times.



### **Application Information**

Salary range is dependent on experience and offers a full range of benefits. Qualified candidates should respond by sending a confidential resume with salary history via email to [hr@gpec.org](mailto:hr@gpec.org) or regular mail to:

Greater Phoenix Economic Council  
Attn: Martha Miner  
2 N. Central Ave., Suite 2500  
Phoenix, AZ 85004

NO PHONE CALLS PLEASE.

### **About the Greater Phoenix Economic Council (GPEC)**

A true public-private partnership, GPEC is the regional economic development organization for Greater Phoenix. Working with its 23 member communities, Maricopa County and more than 170 private investors, GPEC attracts quality businesses to this dynamic region. By creating a high-performance economy through capital investments and jobs, Greater Phoenix companies enjoy a business climate where they can compete and thrive in today's global economy. Since 1989, GPEC has worked to achieve an economically sound and sustainable region. For more information, visit [www.gpec.org](http://www.gpec.org).

***GPEC is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, sex, sexual orientation, gender identity or expression, national, social or ethnic origin, age, genetic information, disability, or veteran status.***