



## Social Media Coordinator

Are you looking to be a part of an international movement to foster global communications and make a difference in the world? Are you looking for a career that directly supports high ranking officials and have them acknowledge your contributions on a daily basis? Well look no further, this is the career for you:

### Job Description:

The Social Media Coordinator will be responsible for implementing and maintaining marketing strategies with a resourceful approach to support a public diplomacy outreach initiative that combines web conferencing and New Media tools to engage and build online communities with international audiences. In addition, they will support the project lead with research, data analysis, event management, online social network management, advertising, promotional activities, timelines and budgets.

With excellent organization and communication skills, the successful candidate will be a detail-oriented, self-motivated, highly creative thinker with a strong aptitude for multitasking multiple projects and tight deadlines.

### Responsibilities:

- Communicates and builds online communities among foreign publics, including opinion makers and youth by addressing topics about U.S. policy, society, values, and a range of bilateral issues.
- Engages foreign publics through interactive web events in Arabic, Chinese, English, French, Persian, Russian, Portuguese, and Spanish.
- Responsible for the organization and management of online events that will be hosted for heads of state and high ranking government officials.
- Use various forms of social media to monitor, respond and engage the information being propagated about products and brands to form deeper loyalties with key stakeholders beyond traditional “paid” marketing.
- Maximize interaction with, and use of, all forms of social media applications, including blogs, social networking sites, chat rooms/discussion boards, wikis, RSS feeds, pod-casts/vod-casts, newsgroups, ListServes, virtual worlds, people-finder tools, widgets, the organic search engine optimization for Google, Yahoo, Flickr, Twitter, Digg, Technorati, and more by engaging with each online community using profile characters, widgets, badges, viral gifts etc.
- Create profiles across all suggested social networks to build communities and drive critical mass to the main site.
- Manage and interact with each social network on a daily basis to keep communities engaged.
- Optimize news releases for search engines & social media consumption.
- Promote information and marketing collateral to social media consumers by: Augmenting the effectiveness of existing marketing efforts by leveraging pre-captured content, editing and placement on blogs, social networking sites, search engines, and creation of pod-casts/ vodcasts etc.

Please send your resumes to:

Email: [HR@MetroStarSystems.com](mailto:HR@MetroStarSystems.com) | Phone: 703.481.9581 | Fax: 703.481.9511



## Social Media Coordinator (continued....)

- Lead efforts to capture new audiences, invite friends, create groups, create forums, edit and distribute new video, audio and photography footage of brand marketing activities for placement on blogs, social networking sites, search engines, and creation of pod-casts/vodcasts etc.
- Event coordination and proven A/V experience to troubleshooting for events.
- Manage content selection and distribution of weekly RSS feeds.
- Provide additional information to the team concerning creation of online events to – entertain, engage, and attract online consumers in text programs, product/service offers and updates when viewing content, to drive critical mass.
- Build positive relationships with customers by interacting with them on a daily basis, and using all forms of social media applications.
- Experiment with new and alternative ways to leverage social media activities ("marketing R&D").
- Communicates the corporate image online through researching, writing, editing, press releases, white papers, internal communications, online communications and other related documents.
- Assists in the development and execution of tactical PR plans.
- Handles all social media inquires pertaining to the site and creates media opportunities to work with online publics.
- Work with the Technical Team to ensure that posts are hitting the correct sites
- Work with the Social Media Manager and Program Manager to create and implement strategies for improving collaboration within the specific community.

### Relationships and Roles:

#### Internal / External Cooperation

- Demonstrate ability to interact and cooperate with all company employees and vendors.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that foster company core values.
- Proactively establish and maintain effective working team relationships with all support departments.
- Must maintain a neutral stance concerning any political or diplomatic topics.
- Maintain composure under the stresses of programming for a public audience, often of high officials.
- Obtain all information on the first phone call and log into new database.
- Arrange "callbacks" to promote efficiency in the marketing department.
- Provide back-up materials for callbacks.
- Conduct phone surveys as needed.

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## Social Media Coordinator (continued....)

### Confidentiality

- Assure discreet handling of all business

### Qualifications:

- Must be eligible for security clearance
- Strong written, verbal and interpersonal communication skills in English, French, and Spanish.
- Excellent organization skills mandatory.
- Excellent event management skills (online etc.)
- Minimum Bachelors degree preferred in Conflict Analysis and Resolution, English, Communications, Marketing or Public Relations.
- Proficiency in MS Office & Imaging Software.
- Excellent phone skills mandatory.
- Nights and weekend hours may be required for some projects.
- Experience with engaging publics for social networks is a must.
- Planning and promoting social events/online events/community events/parties is desirable.

### Company Benefits:

- Paid Time Off
- Training Allowance
- Medical/Dental/Life Insurance
- 401(k) Plan

### About MetroStar Systems

For the past ten years, IT service and innovation provider, MetroStar Systems, has transformed from a small start-up into one of America's Fastest Growing Companies (2008 and 2009), as ranked by Inc. Magazine. This vast and diverse experience allows MetroStar to provide its clients with agile, collaborative solutions designed to integrate people, processes, technology, and learning across an organization and geographic boundaries through six major service groups: Portal Strategy and Integration, Enterprise Infrastructure Support, Business Intelligence, New Media Technology, Training & Education, and Custom Development.

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