

**POSTING DATE:** November 28, 2011  
**JOB#:** 100-11  
**JOB TITLE:** Social Media Coordinator  
**COMPANY:** KSTP-FM, Website/Internet  
**SCHEDULE:** Monday-Friday, 8:30 am-5:30 pm  
**STATUS:** Full Time, Hourly



**QUALIFICATIONS:**

- Experience in advertising, public affairs, and online marketing
- Strong analytical, planning, forecasting and research skills
- Excellent communication and writing skills
- Great customer service skills
- Knowledge and understanding of technology, web, and latest social media trends
- Proven passion and demonstrated ability for all social media tools including but not limited to Facebook, Twitter, Blogs, Widgets, YouTube, RSS, etc.
- Ability to work independently as well as an effective team player

**DUTIES:**

- Work with assigned clients to establish social media strategies that helps them grow and maintain their followers
- Create and maintain social media content calendars and posting schedules for assigned client
- Interact on social networking platforms on client's behalf
- Conduct, gather and analyze market research to determine social media opportunities
- Develop benchmark criteria to measure the effectiveness of social media programs and implement improvements as needed
- Work in a team environment with Director of Digital Media, Social Media Manager, and entire web department to interpret and capitalize on social media trends
- Assist Social Media Manager in radio station social media initiatives

**PHYSICAL REQUIREMENTS:**

Must be able to perform the essential functions of the job. The Company will make reasonable physical accommodations to facilitate the ability to perform essential job functions.

**APPLY TO:**

**HUMAN RESOURCES DEPARTMENT**  
**Job# 100-11**  
**3415 University Ave**  
**St Paul, MN 55114**  
**Fax: (651) 642-4314**  
**Email: [apply@hbi.com](mailto:apply@hbi.com)**  
**No Telephone Calls Please**  
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