



*Based in Boulder, CO, Purely Elizabeth is a high-growth natural foods company focused on creating products using elevated, nutrient-rich ingredients. Their award-winning products include granola, oatmeal, and cereal. Founded in 2009 by Elizabeth Stein, a certified holistic nutrition counselor, the company is dedicated to helping consumers thrive on their wellness journey.*

## **Social Media Coordinator Job Description**

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Purely Elizabeth is seeking a creative Social Media Coordinator to be responsible for managing and executing Purely Elizabeth's growing social media. This position plays a key role in how the Purely Elizabeth brand and voice comes to life for consumers across social media, blog, newsletter, podcast, and marketing materials. The Social Media Coordinator will be responsible for owning the execution of the social media strategy working closely with the Creative Team, Social Media + Content Creation Manager and Marketing Director. In addition, this role is responsible for pulling monthly analytical reports, copywriting for various marketing needs as well as managing the Live Purely Podcast. The ideal candidate must be highly creative, possess strong communication skills both written and in a team environment, and be well versed in today's social media landscape to succeed in our fast-paced, highly dynamic environment.

### **ROLES + RESPONSIBILITIES**

- Own execution of content strategy, creation of social calendars, scheduling, posting and community engagement.
- Own weekly editorial blog calendar from ideation to copywriting.
- Responsible for copy writing and editing of magazine/meal guides, newsletter, website, and marketing materials.
- Lead ideation for content brainstorms and come prepared with competitor activity, key trends in the industry and breakout of successful Purely Elizabeth content.
- Manage content library in conjunction with the creative team and Social + Content Creation Manager.
- Actively engage with our consumers and influencers across all social media channels including daily monitoring and effectively managing consumer concerns / issues that are raised via social media channels or advertisements. Effectively communicate with consumers and build brand affinity for Purely Elizabeth.
- Execute UGC programs inclusive of ideating campaign concepts and monitoring content.
- Monitor trends, best practices and key competitor activity in social media tools, applications, channels, design, and strategy.
- Develop monthly reports to track key KPIs, including follower growth of social platforms, engagement rate, conversation, and amplification.
- Oversee execution, production, and management of the Live Purely Podcast. This includes outreach and confirmation of guests, gifting, scheduling recording as well as promotion of episodes across owned channels.

- Provide support to the marketing team as needed.

## **REQUIREMENTS**

- Bachelor's degree in marketing, journalism, communications, or related field preferred.
- 2-3+ years of social media management and copywriting experience.
- Proficient with social video + photo content capture.
- Comfortable being in front of the camera and shooting content on their own.
- Experience with social media management and project management tools (Asana, Sprout Social, RivalIQ, etc.)
- A self-starter with tenacity for execution and delivery, with the ability to adapt quickly to market trends.
- Proven ability to manage multiple creative projects while meeting deadline and objectives.
- Strong team player orientation and willingness to support team members as needed.
- A passion for health and wellness industry.
- Comfortable working closely with founder, Elizabeth Stein, to bring her presence alive across owned channels.

## **COMPENSATION AND BENEFITS**

- Annual salary with opportunity to earn annual bonus.
- Three weeks paid time off.
- One month of holiday time off.
- Health, dental and vision insurance plans with significant employer contribution towards employee premium.
- Voluntary additional coverage such as life and AD&D, critical illness, accident, short- and long-term disability, legal services and more.
- 401k plan with dollar-for-dollar company match up to 3%.
- Half-day Fridays in Summer and Winter.
- Quarterly team build events.
- Twice annual in-person all-team summit.

**TO APPLY:** Please email resume and cover letter to [casey@purelyelizabeth.com](mailto:casey@purelyelizabeth.com).