

Gazelle Sports – Be Your Best



Social Media and Digital Engagement Coordinator - Administration (Full Time Hourly)

Position Vision

The Gazelle Sports Social Media and Digital Engagement Coordinator will play a critical role in sharing the Gazelle Sports Brand Story through relevant social media channels.

Positions Expectations

Social Media

- Develop and manage a social media strategy that includes the strategic role of each platform and channel.
- Manage the social media content calendar including content planning and development, publishing, promotion and execution of content, including contests and giveaways
- Maintain Gazelle Sports brand in voice, look and feel on all platforms.
- Provide Worlds Best Customer Care through all platforms.
- Monitoring social media for customer comments both positive and negative and respond accordingly.
- Develop copy for social media content that aligns with brand and sales initiatives
- Be active in social community to drive customer engagement.
- Analyze and report key performance metrics and share takeaways and suggestions for improvement.

Online Brand Image:

- Maintain all business listings for accuracy and engagement.
- Develop blog content