



THE
WELLNESS
WAY

Do Health Differently.

JOB POSTING: MEDIA CONTENT COORDINATOR

Location: Onsite at The Wellness Way Corporate Office
Green Bay, WI

The Wellness Way is a fast-growing international network of wellness clinics and we need help spreading the word about who we are! We are looking for a talented Content Coordinator to administer our social media accounts. This is a full-time, salaried position at our Green Bay, WI location. In office hours are predominately M-F, 8am – 5pm. Will also require some occasional weekend and evening work, and the availability to respond at the speed of social media!

You will be responsible for contributing to the creation of original text and video content, managing posts and responding to followers. You will manage our company image in a cohesive way to achieve our goals. As a Media Content Coordinator, we expect you to be up-to-date with the latest digital technologies and social media trends as well as always learning “best practices”. You should have excellent communication skills and be able to express our company’s views creatively.

We’re a small, but rapidly growing company, so this role will work closely with almost everybody in our corporate office as well as clinical staff and doctors around the world. The right person will be self-managed and able to work within an ever-changing, team-oriented environment.

Job Responsibilities:

- Administrate the creation and publishing of relevant, original, high-quality content (for all channels)
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, and videos.)
- Implement a content calendar to manage content and plan specific, timely marketing campaigns.
- Deliberate planning, strategy and goal setting.
- Repurposing content for different mediums including social media and video.
- Development of brand awareness and reputation.
- Integrate all channels of marketing (social media, content marketing, email)
- Monitor, listen and respond to users in an engaging and action taking way.
- Conduct online advocacy and open relationships for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Collaborate on design plan (ie: Social media graphics for Facebook cover, profile pic, thumbnails, etc.).
- Analyze key metrics and tweak strategy as needed as well as compiling reports.
- Always be learning, as “best practices” shift constantly.
- Stay up-to-date with current technologies and trends in social media, design tools and applications

Qualifications:

- Critical thinker and problem-solving skills
- Works effectively and positively within a team environment
- Good time-management skills
- Possesses knowledge and experience in the tenets of traditional marketing.
- Great interpersonal, presentation and communication skills
- Demonstrates creativity and documented immersion in social media.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales/PR relationships, online and off.
- Makes evident good technical understanding and can pick up new tools quickly.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Good understanding of social media KPIs

Pay: Exempt Salaried position. Salary based on experience and qualifications.

Benefits: No commercial health insurance offered at this time. Free care at The Wellness Way Green Bay and supplements at cost. 1-week paid vacation (increased at 3 years). Paid holidays. Gym reimbursement. Available in-house massage therapy. Company outings and employee appreciation events.

Benefits upon eligibility: Retirement plan with employer matching.

Take a look at what we’re doing on our website, Facebook and Instagram pages, and YouTube channels. If you think that’s a good start, but also see a world of possibilities, submit a cover letter & resumé and tell us why you’re the Content Coordinator we’re looking for!