

## **EXHIBIT A**

### **Description of Services**

#### **Social Media Coordinator**

#### **Remote/\$15.00 an hour**

- We are seeking a hard-working and eager-to-learn marketing and social media intern to join our team. You will create, schedule, and implement social media strategies for clients that complement broader marketing efforts, increasing their brand awareness, web traffic, and sales.
- You should possess excellent multitasking skills to manage multiple social media accounts in a cohesive manner. We are seeking an individual with meticulous attention to detail to ensure the client's social media presence aligns with the marketing strategies we have developed. If you think you are qualified because you frequently post on Instagram, you are not our candidate.
- Quick turnaround is often needed. You will report to the Director of Digital Marketing. The position is remote, with a minimum of 10 hours of work required per week.

#### **Responsibilities**

- Administering social media accounts on varied social platforms
- Scheduling social media strategies to achieve marketing targets
- Create and publish original, high-quality content to ensure up-to-date content
- Analyze marketing content to determine the best user engagement and strategize where to focus efforts
- Liaise with designers to ensure content is informative and appealing
- Collaborate with other members of the marketing team to create social 'buzz' regarding new campaign launches
- Prepare a monthly report cover summary for social media accounts
- Monitor social media accounts and respond accordingly
- Stay up-to-date with new digital technologies and social media best practices

#### **Requirements**

- Hands-on experience and proven success using social media for brand awareness
- Basic understanding of social media analytics
- An ability to identify target audience preferences and build content to meet them
- Excellent multitasking skills
- Strong written and verbal communication skills
- **Must be Mahoning Valley local**