



Position Title: Digital Coordinator

FLSA Status: Exempt

About Sprouthouse

Sprouthouse is a full-service agency of 20 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Nashville, Los Angeles, and Washington, D.C., servicing clients not only in those cities, but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

About the Candidate

Sprouthouse is currently seeking a self-motivated, creative, organized individual to serve as a Digital Coordinator. Ideally, candidates will have 1-3 years of work experience, strong writing, communication, and interpersonal skills, and a passion for all things social and digital media.

About You

- 1-3 years of relevant social media experience
- Excitement for all things social media — you love exploring channels, finding the right content for the right space, and feel passionate about photography and writing
- Knowledgeable and curious about the latest social media news, influencers, channels, trends, and tools
- A level of comfort and confidence when it comes to piping up in meetings, offering your opinion, and jumping into a project
- Ability to interpret data, metrics, and analytics and use it to inform strategy and best practices
- Experience working with Hootsuite, Planoly, Google Analytics, Canva, Adobe Suite, and Facebook Ads Manager a plus, but not required

About the Job

The Digital Coordinator plays an important role in supporting the digital team by planning and executing social media campaigns, writing social media copy, managing social accounts, and shooting and editing photos for clients in a timely and high-quality manner. Digital Coordinator responsibilities include, but are not limited to:

- Draft, edit, and manage social media calendars and content on behalf of clients

- Work closely with the Sprouhouse digital and account teams to ensure client messaging and brand voice is consistent across all channels and materials
- Implement and tracks social media campaigns, and monitor campaign analytics
- Support clients through establishing thoughtful social media strategy, content creation, audience development, and social community management
- Day-to-day client communication
- Delegate to interns, as necessary

Required Skills/Characteristics

- Excellent written and verbal communicator
- Team player and problem solver
- Socially media savvy, with an eye for engaging content and strong copy
- Well-organized and detail-oriented
- Professional demeanor
- Eagerness to learn
- Proactive
- Strong work ethic
- Proactive and self-motivated

Current Perks

- Generous number of vacation/personal/sick days per calendar year
- Cell phone reimbursement
- Health, dental and vision insurance
- Work remotely in some locations
- Travel expense reimbursement
- Team outings and retreats
- Wellness stipend
- Professional development fund

Important Information

Education: Bachelor's Degree Required, preferably in Communications, Marketing, or another relevant field

Experience: 1-3 years of digital experience, ideally working on social for a brand, agency, property, restaurant, or related field

Other: Some nights and weekends required

Location: We have offices in New York, Atlanta, Nashville, Charleston, Los Angeles, Birmingham, and Washington D.C.

Sprouhouse believes that a broad range of ideas, life experiences, and backgrounds enriches our workplace, contributes to innovative thinking, and attracts talented people. We are committed to providing an equal employment opportunity regardless of race, color,

ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, or Veteran status. We are eager to welcome team members who share this belief as we strive to create an environment that reflects the rich cultural and racial diversity of our communities.

To apply for the Digital Coordinator position at Sprouthouse, please send a cover letter and resume to jobs@sprouthouseagency.com. We accept applications on a rolling basis and will contact you if your application is a potential match for our team.

Note: Essential elements of this job are described above. They may be subject to change at any time.