



Example of Entertainment Coordinator Job Description

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Our innovative and growing company is searching for experienced candidates for the position of entertainment coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for entertainment coordinator

- Manages day-to-day digital deliverables and activities, by interfacing with the digital team on the production side and the brand or digital agency
- Develops and maintains all digital brand entertainment calendars
- Captures all screen grabs and builds wrap decks showcasing the success of each digital campaign
- Builds all pitch presentations
- Tracks, measures, and reports on digital growth and campaign effectiveness
- Constantly monitor trends in digital, mobile and social media tools, channels, strategy, and applications
- Helps coordinate and communicate necessary information to the media planner and the ad op teams
- Develops and delivers all deliverables reports to the web teams, while cross-referencing to assure all have been fulfilled
- Perform research including competitive market analyses
- Handle exit interviews for employee terminations below the Manager level

Qualifications for entertainment coordinator

- Must be a team player with ability to self-manage
- Must be proactive, creative thinker and solution oriented
- Knowledge of Television Production a plus
- Experience with international travel a plus

- Bachelor's degree with 1-3 years work experience in an ad-agency/digital production company or brand-direct environment