

Social Media & Community Coordinator

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Company: Welocalize

Location: Argentina

Category: arts-design-entertainment-sports-and-media

As a trusted global transformation partner, Welocalize accelerates the global business journey by enabling brands and companies to reach, engage, and grow international audiences. Welocalize delivers multilingual content transformation services in translation, localization, and adaptation for over 250 languages with a growing network of over 400,000 in-country linguistic resources. Driving innovation in language services, Welocalize delivers high-quality training data transformation solutions for NLP-enabled machine learning by blending technology and human intelligence to collect, annotate, and evaluate all content types. Our team works across locations in North America, Europe, and Asia serving our global clients in the markets that matter to them. www.welocalize.com

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Position Overview:

The Social Media & Community Coordinator is responsible for finding, monitoring, and reporting on online communities and discussions about the Welocalize brand. The purpose is to identify and report on general sentiment, common issues, and complaints as well as looking for any breaches of our or our clients' Non-Disclosure and Service Level Agreements that

may occur outside our platforms.

Welocalize works with some of the top brands in the world to provide them access to a pool of resources made up of freelance localization workers and agencies. To protect our brand, the experience of our workers, and the trust of our clients, this role is intended to support the detection and prevention of attempts to circumvent our quality and security checks.

Key Responsibilities

Monitor and analyze social media platforms, forums, blogs, and other online communities to identify relevant conversations about our brand, services, competitors, and industry

Conduct sentiment analysis to understand customer perception, identify trends, and provide actionable insights to relevant stakeholders

Identify and escalate any discussions or mentions of potential risks, vulnerabilities, or exploitation of our project management, payment, and security systems to the appropriate teams for further investigation and resolution

With the help of our dedicated support team, engage with online communities in a professional and timely manner, addressing questions, and concerns, and providing accurate information about our services

Stay up-to-date with industry trends, developments, and best practices in social media monitoring, sentiment analysis, and online community management

Qualifications

1+ years of experience in social media monitoring, community management, or a related role

Proven experience in sentiment analysis and online reputation management and social media listening tools such as Hootsuite or equivalent

Strong understanding of various social media platforms, forums, and online communities

Excellent communication and interpersonal skills across multiple levels of a company

Ability to work independently and collaborate effectively with cross-functional and international teams

Familiarity with localization services and translation industry a plus

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