



Job Description: Social Media

Job Responsibilities

- Excellent knowledge of social media platforms including Instagram, Pinterest, Twitter and Facebook
- Ability to develop and implement a social media strategy
- Create and post content, including images, text and video, to introduce the brand and encourage others to join the conversation
- Communicates with the public via social platforms like Facebook, Twitter, and Instagram
- Work closely with the marketing team to develop social media campaigns that help to achieve marketing goals
- Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams
- Monitor the company's social media accounts and offer constructive interaction with users
- Construct methods for finding and saving online customer reviews
- Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the teams and outline any necessary changes to the digital marketing platform
- Encourage greater social media participation
- Identify opportunities to influence public perception through audience engagement and publicly speaking about the brand's social media strategy
- Find like mind groups and establish relationships within the groups

Qualification Requirements

- Experience as a social media specialist or similar position
- Excellent critical thinking, interpersonal, communication, time-management and problem-solving skills
- Understanding of social media KPIs, web traffic metrics and SEO
- Experience doing buyer persona and audience research
- Highly personable with excellent written and verbal communication skills
- Determined self-starter and problem solver who can work well independently and with a growing team
- Ability to work within tight timelines and adapt to a rapidly changing environment
- Represent the company with professionalism and confident leadership
- Fluent in English (bilingual would be a bonus)
- Experience using Planoly, Google Docs, Dropbox and Trello; ability to use Infusionsoft, Active Campaign a plus