



## **Engaged Marketing Co. - Social Media Specialist**

Engaged Marketing Co. has an immediate opening for a Social Media Specialist.

The Social Media Specialist will assist with the administration of a company's social media marketing and advertising. Administration includes but is not limited to:

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Analytical data tracking
- Client relations

An Engaged Social Media Specialist is a highly motivated, creative individual with experience and a passion for connecting with current and future customers. That passion comes through as he/she engages with customers on a daily basis, with the ultimate goal of turning fans into customers.

Community leadership and participation (both online and offline) are integral to a Social Media Specialist's success. An essential component is communicating the company's brand in a positive, authentic way that will attract today's modern, hyper-connected users.

Content management duties include:

- Administrate the creation and publishing of relevant, original, high-quality content.

- Create a regular publishing schedule.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.
- Manage social media marketing campaigns and day-to-day activities including:
  - Develop relevant content topics to reach the company's target customers.
  - Create, curate, and manage all published content (images, video and written).
  - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
  - Conduct online advocacy and open a stream for cross-promotions.
  - Develop and expand community and/or influencer outreach efforts.
  - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Instagram, LinkedIn, Snapchat, Blog, etc.).
  - Design, create and manage promotions and social ad campaigns.
  - Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
  - Analyze key metrics and tweak strategy as needed.
  - Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate the ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.
- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks for measuring the impact of social media campaigns. Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.
- Copyright monthly blogs to include SEO keywords and metatags.

- Analyze community involvement and events to participate.
- Additional responsibilities may be assigned.
- Familiarization of WordPress and Canva a plus.
- Community involvement and networking opportunities, weekends and evenings may be required.
- 1-2 years of experience managing social accounts.
- Reports directly to the Director of Communications.
- Strong writing and proofing skills.
- Exceptional client focused communication skills.
- Ability to adapt to the ever-changing world of social media marketing.
- Bachelor's Degree in Business and/or Marketing a plus.
- Friendly and creative work environment.
- Flexible work hours.
- Community involvement encouraged.

Salary range \$34,000-\$40,000 BOE