

## **Social Media/SEO Specialist**

The Social Media specialist is a person who loves to proactively get ahead of trends, understands teenagers and likes to solve problems. They have the ability to comprehend the broad landscape of social media responsibilities and to identify where and how they can provide content and expertise without having to be constantly directed. This person builds and executes social media strategy through competitive audience research. They also set up and optimize company pages within each social media platform.

This person's goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap. Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and optimizing the product by providing support to current and prospective customers.

This person displays a high degree of emotional intelligence and situational awareness. They have a habit of discretion, respect for others, and integrity. They are extremely organized in both their personal and professional lives. Ultimately, this person finds deep meaning and purpose in loving God and loving people.

### Responsibilities Include, But Are Not Limited To

- Understanding of our base and in touch with current trends
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other teams to find the messaging that is needed to be broadcast to our base

### Who you are

- 2-3 years of proven work experience in social media marketing or as a Digital Media Specialist
- BS in Communications, Marketing, Business, New Media or Public Relations

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Comfortable working at a very fast pace; flexibility is a must
- Proven ability to successfully juggle and prioritize multiple tasks and projects
- Strong project management skills; one who thinks ahead and anticipates needs
- Must be able to work onsite 5 days/week as needed