

Social Media Specialist

The ideal candidate is someone with a strong background in creating exceptional content across media platforms and who can identify meaningful opportunities to connect with our subscribers and followers.

You will be responsible for managing social campaigns that generate excitement for our following base, leveraging touch points to inform and educate a diverse user base, and developing strategies to drive awareness, traffic, conversion, retention and loyalty.

Social Media Responsibilities:

- Conceptualize, create, edit, and share engaging content daily
- Align social media strategy with overall business goals
- Develop, manage, test, and iterate social campaigns—this includes identifying engagement opportunities, designing campaign experiments, developing campaign strategy, executing campaigns, analyzing results, and applying learnings to future campaigns
- Write on-brand copy and posts and create visually engaging and functional ads
- Ensure brand consistency through collaboration with other departments, including but not limited to marketing, sales, or customer service
- Remain current on popular technologies and trends in social media, design tools and applications
- Meet specific objectives and report on ROI
- Monitor user messages, responding to queries in a timely and on brand manner
- Oversee digital design of social media platforms, i.e. Facebook Page cover, profile photo, etc.
- Suggest and implement unique features such as promotions or giveaways to develop newfound brand awareness

Content Marketing Responsibilities:

- Create content marketing campaigns to drive leads and subscribers
- Use SEO best content practices to generate traffic (Landing Pages, etc.)
- Regularly produce various content types, including email, social media posts, blogs and white papers
- Actively manage and promote blogs, and pitch articles to relevant third-party platforms
- Edit content produced by other members of the team
- Analyze content marketing metrics and makes changes as needed
- Collaborate with other departments to create innovative content ideas

Preferred Qualifications

1-3 years proven work experience in social media and proficiency in content writing
Hands on experience in content creation, tracking, and management

Reports to: Director of Communications Membership & Outreach

KEVIN JONES
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