JOB DESCRIPTION – CUSTOMER INPUT

Basic Description: **SOCIAL MEDIA SPECIALIST**

Instructions: Please complete this job description form with the key skills and attributes that you desire to carry out the critical functions of the position. The more detailed your descriptions the better chance we have of finding the right candidates for the intended job. The sooner you return this form the sooner we can find your new staff member. The tables are pre-filled with examples only – your input is required.

Job Overview

We are looking for an experienced and creative Social Media Specialist to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy to increase our online presence and improve our marketing and sales efforts. You will be working closely with the Marketing and Sales departments.

DUTIES AND RESPONSIBILITIES

- Develop, implement, and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Use social media marketing tools such as Buffer
- Attend educational conferences
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales, and Product Development teams
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train others in the team
- Provide constructive feedback

Job requirements and qualifications

- 2 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BSc degree in Marketing or relevant field

Other Important Business Functions

Function	Remarks
Good English Skills	Strong Verbal and Written Communication Skills, Attention to Detail, Self-motivated, Creative Problem-Solving Skills, Experience with Major Social Media Platforms
Attitude and Loyalty	A positive 'can do' attitude is essential. You must be a problem solver and be able to think on your feet. Ability to work autonomously and 'get things done' within set time frames. An intelligent and loyal employee that wants to be an active and integral part of the business and its future growth.
Attention to detail	Attention to detail is extremely important. Ensuring you are process driven and can follow clear instructions is vital. You will be required to document all workflow processes so that these can be used by other employees.

Education

Description
- Degree in Business Administration major in Marketing, Management, or another related course. - Degree in Communication Arts
- Two (2) to Five (5) Years of Experience with Social Media Management, Marketing Experience, Content Creation, Copywriting, Graphic Design, Web Design and Strategy, Data Collection and Analysis, Technology Skills,

Personal Attributes

Description
• Skilled in multi-tasking and can work unsupervised
• Reliable and committed to meeting deadlines
• Works well under pressure
• Personable and pleasant to staff/customers/team/everyone
• A keen attention to detail and strives for accuracy
• Own initiative and ability to think outside the box

Other

Description
• We are willing to train and nurture the right person
• Enjoys working with a high performance and motivated team
• Rewarding bonus structure for the right person