

 SocialSEO	JOB DESCRIPTION
Title:	Social Media Specialist Tier I & II
Reports to:	Social Media Manager

#### JOB DESCRIPTION:

The Social Media Specialist is responsible for improving and building a client's online brand presence by creating, developing, and analyzing the appropriate social media channels that align with business needs.

#### SCOPE:

Creation and optimizing social media profiles, generating unique and engaging content for social media channels, tailoring posts to businesses target demographic, tracking and analyzing performance of social media activities. The Social Media Specialist will be responsible for handling mainly Bronze & Silver clients, and potentially some Gold packaged clients.

#### KEY DUTIES AND RESPONSIBILITIES:

- Responding to client emails, phone calls.
- Generate, edit, & publish content on social media platforms
- Set up & optimize social media profiles
- Capture & analyze social data/metrics
- Create client monthly reports
- Input all SM tasks within Salesforce
- Social Media sales support
- Assist Social Media Manager

## MINIMUM QUALIFICATIONS:

Qualifications	Senior SM Manager	SM Manager	SM Specialist II	SM Specialist I
Ability to handle bronze and silver clients	✓	✓	✓	✓
Ability to handle gold clients	✓	✓	✓	
Ability to handle platinum and diamond clients	✓	✓		
Knowledge of Facebook	✓	✓	✓	✓
Knowledge of Twitter	✓	✓	✓	✓
Knowledge of Google +	✓	✓	✓	✓
Knowledge of LinkedIn	✓	✓	✓	✓
Knowledge of Pinterest	✓	✓	✓	✓
Knowledge of Instagram	✓	✓	✓	✓
Knowledge of You Tube	✓	✓	✓	✓
Proficiency in Hootsuite	✓	✓	✓	✓
Hootsuite Certified	✓	✓		
Ability to Generate, Edit and Publish Quality Content on all SM Platforms	✓	✓	✓	✓
Ability to Set up & Optimize All Social Media Platforms	✓	✓	✓	✓
Capture & Analyze Social Media Data and Metrics	✓	✓	✓	
10 hours of Social Media Training	✓	✓	✓	
15 hours of Social Media Training	✓	✓		
Ability to create basic social media audits & strategies	✓	✓	✓	
Understanding of how to set up an ad campaign	✓	✓	✓	
Creation and understanding of editorial calendars	✓	✓	✓	
Build social media strategies through competitive research, platform determination & audience	✓	✓	✓	
Positive Attitude	✓	✓	✓	✓
Punctuality & Attentiveness	✓	✓	✓	✓
Ability to Meet Deadlines	✓	✓	✓	✓
Proper use of social media platforms	✓	✓	✓	✓
Responsiveness to assisting on projects	✓	✓	✓	✓
Confidence and knowledge to communicate with a client one on one	✓	✓	✓	
Initiative	✓	✓	✓	✓
Understanding of social media strategies for different types of businesses	✓	✓	✓	
Displays team work and cooperation	✓	✓	✓	✓
Google Analytics understanding & how it relates to SM	✓	✓	✓	
Client report creation and communication	✓	✓	✓	
Understanding of Rival IQ	✓	✓	✓	
Understanding of Rank Ranger	✓	✓	✓	
Assists in training of trainees and specialist I	✓	✓	✓	
Advanced knowledge of all social media platforms	✓	✓		
Google Analytics Certified	✓	✓		
Ad Words Certified: Search & Display	✓			
Understanding of conversion and audience tracking	✓	✓		
Ability to do basic social media audits	✓	✓	✓	
Ability to do advanced social media audits	✓	✓		
Attention to detail	✓	✓	✓	✓
Organized	✓	✓	✓	✓
Eager desire to stay up-to-date on industry news	✓	✓	✓	✓
Exceeds Minimum Expectations on Attendance	✓	✓		
5 hours of personal growth	✓	✓	✓	
10 hours of personal growth	✓	✓		
15 hours of personal growth	✓			
5 hours of leadership training	✓	✓		
10 hours of leadership training	✓			
Ability to write and optimize engaging blogs	✓	✓	✓	
Displays leadership and people skills	✓	✓		
Social media advocate	✓	✓	✓	✓
Assists DOO & DOS when asked	✓	✓	✓	✓
Ensure smooth processes, procedures & package plans for maximum efficiency	✓	✓		
Ability to Diffuse Team Conflicts	✓	✓		
Ability to diffuse client conflicts	✓	✓		
Ability to successfully upgrade clients	✓	✓	✓	
Good knowledge of SEO and PPC	✓	✓		

## ABILITY TO:

- Follow direction
- Positive attitude and willingness to learn
- Assisting when asked
- Meets minimum expectations for attendance
- Completion of assigned tasks within designated deadlines

## KNOWLEDGE OF:

- **Technical Skills:** Thorough understanding of all Social Media platforms, including but not limited to;
  - Facebook
  - LinkedIn
  - Twitter
  - Instagram
  - Pinterest

Understanding and execution of paid advertising on all the above platforms.