

 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

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:** Social media specialist work almost exclusively through computers. Understanding computers, SEO, internet access and being tech savvy is necessary.
- **Education:** Bachelor's degree in marketing, PR, computer science or similar.