

Social Media Specialist

Job Description:

The Social Media Specialist will be charged with managing a number of client's social media profiles and executing the marketing strategy. The successful candidate will develop and maintain but not limited to blogs, video feeds, trending social networking sites and resource centers. The candidate will be responsible for providing the customers with comprehensive analytics, data presentations, and resource management reports. This candidate will have a demonstrated history of working in a fast-paced environment while delivering multiple projects on schedule, on budget and with no errors.

Duties & Responsibilities:

Implement social media strategies for multiple companies that build brand awareness, generate inbound traffic and product adoption.

- Creation of content which meets our customer standards
- Develop and deliver social media optimization (SMO).
- Stay current with social media trends and best practices.
- Research opportunities for new social marketing platforms and select adapt current process to fit client needs.
- Review and approve content on a daily basis.
- Creating and managing monthly promotions .

Requirements:

- Strong project management or organizational skills
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Youtube, Twitter, Flickr etc.) and how they can be deployed.
- Ability to effectively communicate information and ideas in written and verbal format.
- Ability to build and maintain client relationships.
- Team player, with the confidence to take the lead and guide other departments when necessary.
- Good technical understanding and can learn new hardware and software quickly.
- Public relations, marketing, sales, community management experience

Education:

Bachelor's Degree, preferably in Communications/English, Public Relations, Marketing, Journalism or Design, Political Science. Will consider lower level of education based on passion for the industry.

Please send your resume and samples of their social media to info@vortexsocialmedia.com