



Social Media Specialist

Job Description:

A Social Media Specialist is responsible for managing Marketing Truth, LLC's client social media accounts. Their duties are as follows:

- Designing custom graphics, text, and video content for clients' social media posts
- Scheduling posts
- Replying to comments from subscribers or liking tagged photos
- Creating and implementing an effective social media strategy with Marketing Truth, LLC's that will help increase brand awareness, lead generation, conversion rates, and loyalty across the most popular social media platforms.
- Reputation management for all social media platforms
- Distributing monthly metrics reports to clients and reviewing the performance of their customized social media strategy.
- Hold monthly client appointments consisting of analyzing the statistics, reviewing the clients' strategies, and potentially re-strategizing when necessary.

Requirements:

- Bachelor's degree or earning a Bachelor's degree in journalism, communications, marketing, or a related field.
- Proven working experience in social media marketing.
- Excellent written and verbal communication skills
- Must have a thorough understanding of social media management and strategy.
- Experience using various analytics software.
- Experience using graphic design software such as Canva and Adobe Creative Cloud.
- Experience using project management tools such as Asana & Slack.
- Working knowledge of HTML and CSS would be preferred.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.

Report to:

CEO

Hours:

5-10 hours a week

Compensation

- \$17.25/hr
- \$20 Referral Bonus