



## Social Media Specialist

**Department:** Projects

**FLSA Status:** Hourly

**Work Schedule:** Remote Work

**Job Status:** Part-time

**Reports To:** Director of Client Experience

**Positions Supervised:** None

### POSITION SUMMARY

At GreenCup Digital, the Social Media Specialist is the content mastermind and creator behind a client's online image. Utilizing their exceptional skill in creating content that brands our clients and stands out in the vast social media landscape is central to their success. Through exceptional management of a social media presence, the Social Media Specialist identifies target audiences and works directly with clients to reach them.

### ESSENTIAL FUNCTIONS

- Build and actively execute social media strategy through competitive research, platform determination, benchmarking, and messaging with followers.
- Manage client's social media profiles and presence, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and additional channels as deemed relevant.
- Develop content calendars for each social media channel and produce creative, relevant, and compelling content.
- Collaboratively ideate and design digital client campaigns with other team members at GreenCup Digital.
- Design and implement social media strategies to align with client goals.
- Actively identify digital consumer trends and insights and apply them to current projects.
- Brainstorm new and creative growth strategies.
- Track, measure, and analyze all initiatives to report on social media return on investment (ROI)

### POSITION QUALIFICATIONS

- At least one year of Social Media experience or related digital marketing experience – Required
- Strong knowledge of social media platforms – required Facebook, Twitter, Instagram, LinkedIn
- Ability to design custom graphics and videos for social media - Preferred, but not required
- Experience with social media scheduling tools
- Knowledgeable in paid media for various social media channels
- Experience participating in client meetings and managing expectations in a digital marketing or related environment
- Ability to maintain social media channels independently and cooperatively
- Proficient in copywriting for multiple audiences and multiple social channels.
- Basic understanding of SEO, keyword search, and Google Analytics
- Possess honesty, maturity, emotional control, and the ability to maintain confidentiality.
- Possess organizational and communication skills, self-motivation, and creativity alongside high levels of attention to detail.

I agree to assume the above listed responsibilities. I meet the essential job requirements as listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.