



Vacancy summary

Social Media Specialists

GEO1276612



gancxadebebl.ge

Summit Drive, Waterford Township, Oakland County,
Michigan, 48328, USA

Education : BEP - CAP

Experience : no experience

Industry : Marketing / Advertising / Public Relations

Mobility : International

Contract : Long term, Contract

Availability : Part Time, Evening, Weekend and day off

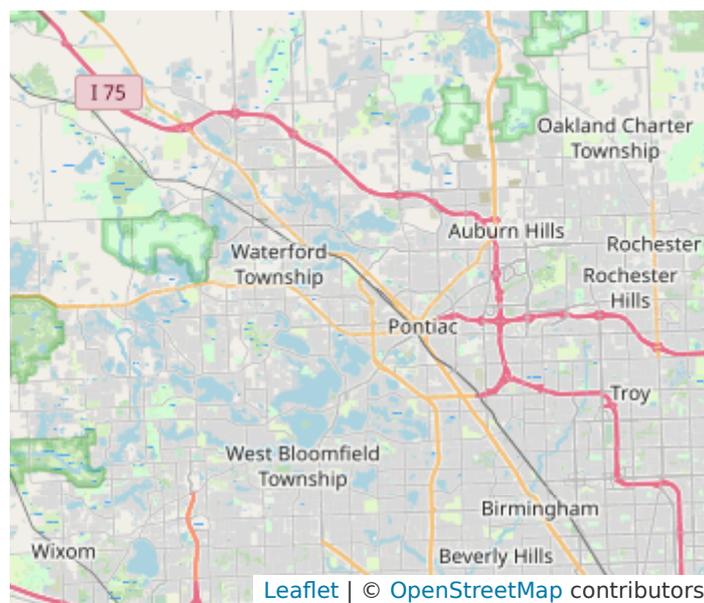
Languages

English : Intermediate

Russian : Intermediate

Salary : 800\$ 2 436.03GEL

Vacancy location



Vacancy details

We are looking for an experienced and creative Social Media Specialist to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts. You will be working closely with the Marketing and Sales departments.

Social Media Specialists are responsible for planning, implementing and monitoring the company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales.

Social Media Specialist job description:

Develop, implement and manage our social media strategy

Define most important social media KPIs

Manage and oversee social media content

Measure the success of every social media campaign

Stay up to date with the latest social media best practices and technologies

Use social media marketing tools such as Buffer

Attend educational conferences

Work with copywriters and designers to ensure content is informative and appealing

Collaborate with Marketing, Sales and Product Development teams

Monitor SEO and user engagement and suggest content optimization

Communicate with industry professionals and influencers via social media to create a strong network

Hire and train others in the team

Provide constructive feedback

Social Media Specialist job description should contain the following requirements and qualifications:

Social Media Strategist using social media for brand awareness and impressions

Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices

Understanding of SEO and web traffic metrics

Experience with doing audience and buyer persona research

Good understanding of social media KPIs

Familiarity with web design and publishing

Excellent multitasking skills

Critical thinker and problem-solving skills

Team player

Good time-management skills

Great interpersonal and communication skills

BSc degree in Marketing or relevant field

Contacts

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