

Marketing Plus Job Description

Title Social Media & PR Specialist

Department Account Services

Reports To Accounts Director

Key Responsibilities: Social Media & PR Specialist

* Creative, technical and PR writing, including media materials, directory listings, key messaging, blog posts, internal communications materials, press releases, newsletters and more
* Social media content development: identify news and other story angles; write engaging topics for editorial calendars and other social media efforts for clients
* Assist with daily maintenance of social media pages, including Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, and more for multiple clients, ensuring brand consistency
* Build and maintain digital ad campaigns for client promotions from message development to graphic direction, buying space, and reporting
* Social media monitoring and reporting: use third-party software and manual methods to monitor social media conversations on a variety of channels; create client reports based on monitoring findings, including using third-party social media monitoring software to do so
* Conduct research for current trends, consumer habits, etc.
* Assist with special events as assigned
* Project coordination and client relations: interface with clients and participate in client meetings as needed; create timelines; collaborate with creatives, web developers, project managers and other associates
* Assist with Marketing Plus external communications efforts
* Proof all outgoing messaging, promotional material or copy before being released from office

Key Competencies:

* Flexible, stress-tolerance, team player, high drive and initiative
* Planning and organization, time management, attention to detail
* Customer service orientation, excellent verbal and written communication skills
* Research, continuous process improvement oriented, and lover of food

Education/Experience Requirements:

* Bachelors in Marketing, Communications, or relevant field or 3 – 5 years work experience in Social Media / Public Relations

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed, as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.