



## JOB DESCRIPTION

<b>Position Title: Social Media Manager</b>	
<b>PAYSCALE: TIER 3</b>	
Key Responsibilities	Brief Description of Duties
<p>Experienced Social Media Manager who can build and manage the client’s social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram; and explore new ways to engage and new social networks to reach our target buyers/leads</p>	<p>Grow followers, engage and retain them, and help convert them into leads, customers, and active fans and promoters of the company.</p> <p><b>SOCIAL MEDIA STRATEGY:</b></p> <ul style="list-style-type: none"> <li>● Create the social media strategy</li> <li>● Create budgets for social media activities</li> <li>● Plan social media campaigns</li> <li>● Work with internal stakeholders</li> <li>● Recruit and manage the social media marketing team for the company</li> <li>● Manage change and adopt social media into the corporate culture</li> <li>● Work with other marketing branches to integrate different activities</li> </ul> <p><b>SOCIAL MEDIA IMPLEMENTATION:</b></p> <ul style="list-style-type: none"> <li>● Manage social media campaigns and day to day activities</li> <li>● Manage presence in social networking sites</li> <li>● Brand advocacy</li> <li>● Community outreach</li> <li>● Manage a blogger outreach program</li> <li>● Build a brand ambassador network</li> <li>● Post and comment on relevant blogs</li> <li>● Seed content into social networks</li> <li>● Write editorial content</li> <li>● Create and upload videos</li> <li>● Engage in conversations and answer questions</li> <li>● Create and maintain a social media editorial calendar and posting schedule</li> </ul> <p><b>SOCIAL MEDIA MONITORING:</b></p> <ul style="list-style-type: none"> <li>● Develop benchmark metrics to measure the results of social media programs</li> <li>● Analyze and evaluate social media campaigns and strategies</li> <li>● Report on effectiveness of campaigns</li> <li>● Monitor trends in social media</li> <li>● Monitor the activities of main competitors in social media</li> <li>● Monitor social space for brand and related topics and conversations</li> <li>● Understand how the social media impacts search traffic</li> </ul>



<p>Key Qualifications</p>	<ul style="list-style-type: none"> <li>● <b>Must have at least 1 yr Social Media Management experience</b></li> <li>● Must be proficient with MS Office Suite (Word, Excel, PowerPoint)</li> <li>● Proficient with Google Suite (Docs, Sheets, Gmail, Calendar)</li> <li>● Time management skills required</li> <li>● Ability to work as part of a collaborative team remotely</li> <li>● Candidate must be very organized and detail oriented</li> <li>● Creative problem solver and highly adaptable to client needs</li> <li>● Active and well-rounded personal presence on social media, with a command of each network and their best practices.</li> <li>● Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.</li> <li>● Proficiency in Hootsuite and other social networking analysis tools</li> <li>● Bonus experience and skills include Adobe Creative Suite, demand generation marketing, inbound marketing, and blogging</li> <li>● Must have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.</li> </ul>
<p>Technical Requirements</p>	<ul style="list-style-type: none"> <li>● Computer Processor is at least Dual Core (for both primary and backup computers)</li> <li>● Computer Memory/RAM is at least 4GB (for both primary and backup computers)</li> <li>● Computer Operating System is at least Windows 7</li> <li>● Both primary and backup internet connections should be running on a 3Mbps plan or higher with at least a download speed of 2Mbps</li> <li>● USD headset with noise cancellation feature</li> <li>● A quiet work environment</li> </ul>

Core Competencies	
Key Competencies	Performance Standards/Results
<p>Effective Communication</p>	<ul style="list-style-type: none"> <li>● Presents information both clearly and concisely and regularly confirms correct interpretation of information.</li> <li>● Very high standard of communication skills both written and oral for the presentation of facts and ideas.</li> <li>● Written communication must be clear, concise, and easy to read and comprehend.</li> </ul>
<p>Organization of Work</p>	<ul style="list-style-type: none"> <li>● Demonstrates the ability to handle several projects simultaneously.</li> <li>● Implements the key principles of time management, task allocation and priority assignment in addition to personal organisation.</li> <li>● Continually seek ways to improve the service provided via development of professional skills and personal growth.</li> <li>● Initiates and responds to suggestions for improving service.</li> </ul>



Position Requirements / Selection Criteria
<b>Essential Knowledge, Skills and Abilities</b>
Extensive computer and internet literacy
High Speed Internet Connection
Highly Proficient in English Language
Available to work on US business hours
Long term commitment
Proficiency with advanced Microsoft Office applications including Word, PowerPoint and Excel; and Google suite
Attention to detail and a high level of accuracy in all output
1+ years prior experience in Amazon Paid Ads Marketing
Must be able to work with minimum supervision
Open to ongoing training

**IMPORTANT NOTE:**

Check out ["Open Positions"](#) for more details on all Tier 3 positions available.  
Fill out ["Join Us" form](#) to start the application process.