

JOB DESCRIPTION

Position Title: Social Media Specialist

Job Code:

FLSA Status: Non-Exempt

POSITION PURPOSE

The Social Media Specialist will work with the Marketing team and will be responsible for planning, managing and measuring all social media marketing efforts on a day-to-day basis. The ability to create reports that demonstrate measurable results is critical to this role. This person will possess excellent written and verbal communication skills and must have a deep understanding of the internet including but not limited to search engine optimization, search engine marketing, online marketing, social networking sites discussion boards, blogs, video sharing sites, widgets and podcasting platforms, etc....

RESPONSIBILITIES AND TASKS

- Identify, evaluate, select and monitor the most relevant social media channels.
- Creates and maintains an up-to-date social media marketing campaign.
- Establish relationships with the online community by identifying key influencers and communities that fit the Firm’s online strategy.
- Moderate and oversee the Firm’s presence on relevant social media sites.
- Encourages the generation of user-created content via active community participation and conversation.
- Raises the Firm’s brand awareness and protects brand equity by executing a social media marketing campaign using the most appropriate social media marketing channels.
- Conducts on-going social media market research and channel development.
- Identifies and documents social media best practices to share with the Firm.
- Conducts online reputation management surveys.
- As needed, develops and manages strategic partnerships online.

COMPETENCIES

Accountability	Taking ownership for responsibilities and commitments, and their outcomes.
Business Acumen	Understanding the context, needs, and key factors associated with achieving business goals and objectives.
Change Agility	Effectively anticipating, preparing for, facilitating, leading, and supporting sustainable positive change.
Collaboration	Contributing and capitalizing on the talents of diverse stakeholders to achieve common goals while respecting individual needs.
Communication	Conveying, understanding, acknowledging and incorporating information, news, ideas and feelings, using a variety of methods.
Leadership	Engaging relevant parties, building a compelling vision of desired outcomes, generating energy and enthusiasm, and empowering others to take action by removing obstacles and building accountability.
Personal Growth & Development	Devoting time and energy to expand knowledge, skills, and abilities; and seeking new experiences or career opportunities.
Quality & Customer Satisfaction	Committing oneself to maintain a high standard of excellence while also meeting or exceeding customer expectations.
Talent Management	Attracting, engaging, retaining, and developing high-performing individuals and teams to meet current and future business needs.
Job/Technical Proficiency	Demonstrating the appropriate breadth and depth of knowledge and skill specific to one’s profession, function or job discipline.

POSITION REQUIREMENTS

License or Certification:

- N/A

Minimum Qualifications:

- Bachelor’s degree in communications/media or related field is preferred.
- Minimum of 2 or more years work experience on social media platform or similarly situated position.
- Demonstrate experience with building effective online social media campaigns.

- Ability to create appropriate content for dissemination via press releases, social media, websites, and other distribution channels.
- Ability to nurture long-term relationships with key media influencers.
- Analytical thinker with strong conceptual and research skills.
- Ability to work under pressure and meet deadlines.
- Working knowledge of auditing techniques and auditing standards
- Computer literacy (Microsoft Word, Excel, and email)

Machines, Equipment Used:

- General office equipment such as computer/laptop, telephone, copy/fax machine, calculator, scanner, etc.
- Microsoft Office software, to include Outlook, Word, and Excel.

Physical Requirements:

- Visual acuity, speech recognition, speech clarity.
- Ability to lift, lower, push, pull, and retrieve objects weighing a minimum of 15 pounds. Reasonable assistance may be requested when lifting, pushing, and/or pulling exceeds these minimum requirements.

Skills and Abilities:

- Oral communication, written communication, fluency in English, active listening.
- Information ordering, deductive reasoning, social perceptiveness, time management, critical thinking.
- Ability to coordinate, analyze, observe, make decisions, and meet deadlines in a detail-oriented manner.
- Ability to work independently without continuous supervision.

Environmental Conditions:

- Indoor, temperature controlled, smoke-free environment.
- Handicapped accessible.
- May work under stressful circumstances at times.

Proficiency or Productivity Standards:

- Has regular, reliable, and predictable attendance and punctuality.
- Adheres to dress code including wearing ID badge.
- Adheres to Standards of Business Conduct.
- May be required to work weekdays and/or weekends, evenings and/or night shifts if needed to meet deadlines.
- May be required to work on religious and/or legal holidays on scheduled days/shifts.
- May be required to perform other duties as assigned by supervisor.
- This position will support cultural diversity by promoting and maintaining an inclusive work environment and culture that is respectful and accepting of diversity.

All job descriptions approvals and performance evaluations are conducted electronically. Under extenuating circumstances, paper templates can be requested from Human Resources or a member of leadership within the firm.