

Social Media Manager & Content Specialist

We are looking for a talented Social media manager to administer our social media accounts. You will be responsible for creating original copy, implementing graphic/video content, managing posts, and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively.

As part of the role of Social media manager, you will be expected to generate regular content to be published on company website, distributed via email, and posted on social media accounts.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

Responsibilities

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor web traffic metrics
- Collaborate with other teams, like operations, sales, and customer service to ensure company news is shared on appropriate platforms
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like Promotions, polls, and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Review and respond to emails sent in through company websites

Requirements

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content and ideas

- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Excellent communication skills
- Analytical and multitasking skills
- BS degree in Marketing or relevant experience
- Photography or videography experience a plus but not required
- 3-5 years of related experience

If you are interested in applying for this position, please send your resume and relevant portfolio to marketing@snowcatridge.com.