

# **Web and Social Media Specialist**

## Position Summary

This is a Part-time/Full-time contract position for 3 to 6 months

The Web and Social Media specialist will lead social media presence and online identity, to increase traffic and active followers, brand awareness, social engagement, leads, etc. The Social Media Specialist will thrive in this newly created position by assisting in the research, creation and execution of the marketing campaign. In this key role, you would also collaborate on other marketing initiatives and coordinating social media and advertising efforts for maximum efforts.

## Major Responsibilities

1. Develop integrated web and social media strategies to reach and engage target market audience.
2. Plan, develop, and implement state of the art responsive/adaptive Website.
3. Developing effective landing pages and writing effective call-to-action statements
4. Develop keyword and contextual search strategies. Keep current with the latest SEO standards as well as best practices to improve page ranking.
5. Develop and execute link-building strategies to enhance off-page SEO
6. Ongoing website content management.
7. Keep current with social media trends, new channels and new opportunities
8. Monitor and report on social KPIs such as reach, engagement and conversation.
9. Monitor and measure impact of social media campaigns, review and report effectiveness of campaigns and posts in order to maximize results.
10. Monitor online competitor presence/perceptions and research new blogs and channels for significance/trend
11. Develop content for feeds that spark dialogue across social media social channels
12. Work with key business intelligence and marketing campaign teams to identify and create content to drive the target market engagement.
13. Produce and host webinars and hangouts
14. Identify and build relations with key influencers and contributors
15. Maintain solid presence on Facebook, Twitter, LinkedIn, Google+, etc.
16. Proven track record of increasing traffic and generating leads
17. Previous blogging experience with knowledge of using keywords to drive traffic and presence

## Qualifications

1. Must have strong programming experience in Facebook API and Twitter API
2. 3-5 years experience managing social media and digital media marketing
3. Solid experience in Web development and maintenance
4. Results oriented, focused, highly creative, communicative and independent; you know how to collaborate with other teams to recognize the best ideas to implement and execute
5. Extensive experience managing social/digital promotions from inception through execution
6. Expert with proven track record in social media, social community engagement, digital strategies, social and web content creation.
7. Experience using HTML, Blogger, Tumblr, Facebook, Twitter, Instagram, Google Adwords,

WordPress, Drupal, php based content management systems, and media tools is a great plus.

8. Understanding and experience in Search Engine Marketing (SEM), Search Engine Optimization (SEO) and social media strategies, and other media tools.

9. Expertise in Google analytics