We are looking for a Social Media Guru to attract and interact with targeted virtual communities and potential associates.

What does a Social Media Guru do?

Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and “soft selling” the product by providing support to current and prospective customers.

Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company’s social content
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Requirements

- Proven experience in social media marketing.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability.

This position will consist of 20-30 hours per week. Days and times can be flexible. Pay up to $14.00 per hour based on experience. Please submit resume with cover letter to: Chastity.Howell@Adecon.com.

Job Fill Date 9/8/17