

Social Media Specialist – \$40,000 + Remote + Fulltime + North Carolina Bear Essentials Club Management

We are looking for a talented Social Media Specialist to create and maintain a robust online presence for our company. Your role is to implement online marketing strategies through social media accounts. If you are a tech-savvy professional interested in communicating with clients through online channels, we would like to meet you. As a Social Media Specialist, you will develop and publish original content and suggest creative ways to attract more customers and promote our brand. Ultimately, you should increase web traffic and customer engagement metrics aligned with broader marketing strategies.

Attention to detail and the ability to effectively multitask in a deadline-driven atmosphere are a must. In addition, the Social Media Specialist will have excellent analytical, organizational, project management, and time management skills.

Responsibilities

- Research audience preferences and discover current trends
- Create and publish engaging text, image, and video content
- Design posts to sustain readers' curiosity and create buzz around new events
- Measure web traffic and monitor SEO
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Suggest new ways to attract prospective customers, like promotions and competitions

Skills

- BS degree in Marketing or significant relevant field experience
- 2+ years of related professional experience in social media marketing preferred
- Expertise in Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok social media platforms
- In-depth knowledge of SEO, keyword research, and Google Analytics a plus
- Ability to manage multiple campaigns for multiple brands and effectively communicate content strategy
- Ability to deliver creative content (text, image, and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively
- Strong organization skills and excellent writing and communication skills required
- Multitasking and analytical skills

Please include in your response

1. How do you like to keep up with trends and industry knowledge?
2. What's your superpower?
3. Give an example of when you took initiative when it wasn't expected of you.

Send resume and response to the above questions to

Paige White

Creative Director

Bear Essentials Club Management

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