

Social Media Specialist Job Description

The Social Media Specialist job implies managing a bunch of tasks related to social networks. Therefore, the potential employees should be proficient in generating content and creating valid social media strategies. The present job template is meant to save you the trouble of making up the **Social Media Specialist Job Description** on your own. So, it's possible to hire the most promising candidates hands down.

Social Media Specialist Job Duties

As the multitude of Social Media Specialist duties is linked to the enhancing the brand image across digital communications, the usual flow of duties may embrace the following:

- Generate new and manage the already posted content (written and visual) that is addressed to a specific target audience
- Undertake a slew of customer-related tasks while nurturing leads and pushing sales
- Seek new prospects for mutual promotion
- Advance the influencer and/or community advocacy efforts
- Monitor the existing design (ads, thumbnails, landing pages, profile pictures, etc.) and keep abreast of its modifications
- Contribute to the creation of ad campaigns with their further distribution throughout social media
- Assume the responsibility for crafting online reviews and responding to them
- Prepare reports based on marketing campaigns' performance for the upper management

Among the other Social Media Specialist duties, one can mark out analyzing the newly formed marketing trends, discerning the potential threats and opportunities in user-crafted content, benchmarking, and representing the company through SM spaces.

Social Media Specialist Responsibilities

In addition to the list of duties, we've implemented a scope of Social Media Specialist responsibilities that encompasses the following points:

- Map out the all-around social media marketing plans by means of customer identification, competitors research, platform ascertainment, and messaging
- Build long-term customer relations by alluring them with a fine-tuned content selection
- Monitor and update the corporate pages within each SM platform to ensure the highest possible saliency of the company's content
- Forge schedules for syndication and editorial activities
- Monitor the corresponding social metrics/data, define the best practices, and use the acquired information to promote the brand's marketing presence
- Add value to team effort in terms of intradepartmental cooperation

Social Media Specialist Requirements

- Solid background in Marketing, Public Relations, New Media, Business, or Communications
- Fluent English speaker
- Hands-on experience as a specialist in digital/social media
- Familiarity with social analytics tools
- Impeccable writing, editing, consulting, communication, and presentation skills
- Knowledge of SEO, web design development, CRO and web design is highly preferable
- Thorough understanding of principal marketing channels and the basics of online marketing

Social Media Specialist Key Skills

In order to perform successfully, the applicants for Social Media Specialist job need to acquire the following competences:

- Creativity and enthusiasm
- Excellent organization and time-management skills
- Ability to multitask
- Positive attitude
- Exquisite interpersonal and communicative skills (both oral and written)
- Attention to detail
- Customer-orientated approach
- Ability to quickly learn new technology and anticipate new trends