



# Social Media & Digital Marketing Specialist

**Reports To:** Head of Marketing

**FLSA:** Contractor, Temporary

**Location:** Any Location

**Salary:** TBD

## DESCRIPTION

The Social Media & Digital Marketing Specialist will be responsible for the company's social media marketing planning and execution as well as website and app content management and associated data analytics. This includes but is not limited to:

- Deliberate planning, strategy and goal setting
- Development of brand awareness and online reputation
- Content management (including website and app)
- Social media campaigns and postings for all corporate departments
- SEO (search engine optimization)
- Data analytics

To apply, send your resume and optional cover letter to [marketing@inroads.org](mailto:marketing@inroads.org).

## MAIN AREAS OF RESPONSIBILITY

**Social Media** – Plan, create, manage, execute and adjust social media calendar, by month by day. Create social media posts across all departments for all channels. Monitor, listen and respond to social users (comments, tags, direct mail). Create social media campaigns around certain themes for the year: Black History Month, student recruitment, Giving Tuesday, INROADS Brand Awareness Campaign, etc. Execute social media marketing for company announcements, events, partnerships, etc. Manage CEO personal LinkedIn page posts (creating 1-2 relevant posts per week).

**Website** – Ensure the information displayed on our website is fresh, informative, and appealing. Create, write and manage content so as to achieve business goals and be a voice for the company. Manage overall website content (building landing pages, adding web banners and rotating banners, making sure events are added, press releases, old content removed in a timely manner). Maximize content and productivity of the website. Review and report on google analytics regularly.

**Reporting** – Analyze campaigns, posts, website content. Create recommendations and plans for revising social media, content marketing, SEO and social media campaigns. Review google analytics data for our website. Create weekly reports to share data and learnings.

## **KEY DUTIES:**

- Formulate high-quality written and visual content for social media and website. Build social media presence.
- Develop and manage a social media/editorial calendar; collaborate with marketing and design teams to plan and develop site content, style and layout and ensure consistent brand messages across all channels
- Advise internal and external clients on the most effective methods for presenting content on various channels
- Develop, create, and manage engaging content and social media campaigns (for all stakeholders) that align with our brand strategy, promote user engagement and drive achievement of goals
- Manage our online communities to ensure respectful and appropriate engagement, respond to comments on each of our accounts, and oversee customer service provided via social media.
- Build brand awareness by engaging relevant influencers.
- Stay up-to date with developments; research social media trends and analyze company strategy to identify strategic weaknesses and propose recommendations for improvement
- Manage content distribution to online channels and social media platforms to increase web traffic
- Use web metrics and your knowledge of digital technology to maximize search rankings, optimize content, and analyze user engagement
- Set key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs

## **QUALIFICATIONS**

It takes creativity, leadership skills, and writing ability to produce and publish good content. To be successful as a social media and digital marketing specialist, you should possess a wealth of pertinent marketing experience. Ultimately, a top-notch candidate should back their expertise by creating and sharing all relevant technical documents.

### Minimum Qualifications:

- Bachelor's degree in marketing, PR, or related field
- Two years of social media and content management experience
- Excellent verbal and written communication skills
- Experience with Hootsuite, Sprout Social, or HubSpot
- Knowledge and hands on experience with WordPress, Photoshop, Illustrator, Canva and Google Analytics.
- Proficient computer skills, Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)
- Experience working with and developing a marketing plan
- Proven ability to build social media communities and develop the right voice for each social media platform
- Knowledge of Search Engine Optimization (SEO) best practices and web traffic metrics
- Experience with technologies (including HTML) and best practices for web design, web production, and creative design across multiple platforms
- Excellent analytical skills
- Strong organizational and project management skills with the ability to supervise multiple projects
- Attention to detail

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