



JOB TITLE: Social Media Specialist
DEPARTMENT: Strategy and Communication
REPORTS TO: VP Solutions Delivery
LOCATION: Omaha, NE
FLSA STATUS: Exempt
DATE PREPARED: 08/2021

OPPORTUNITY

This is an opportunity at a growing research, strategy, marketing, and advertising agency. The Social Media Specialist is responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, and Twitter, to build an audience and ensure customer engagement. The Specialist may also monitor site metrics, respond to reader comments, and oversee creative design.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

General

- Collaborate with Social Media Director to plan, develop, and implement strategies for organic and paid social campaigns
- Assist with reporting of monthly and quarterly social and competitive reports; analyze available insights, define drivers of performance and the KPI's framework.
- Collaborate with account's team and ensure processes are in place and being used to ensure all assignments are delivered on time, on budget and on strategy
- Write long-and short-form social media messages that attract new users and engage current users
- Write and execute social media posts across multiple platforms
- Assist in delivering social/digital audits of clients' social media landscape as compared to the competition.
- Recognize and monitor key metrics important to OBI's overall success, presenting regular reports to ensure performance is at desired levels

QUALIFICATIONS & EXPERIENCE

- Bachelor's Degree in Communications, Journalism, Public Relations, or a related field preferred
- Familiarity with social media tools for publishing, monitoring, social listening and reporting (Canva, RivallQ, SproutSocial, Etc.) in addition to standard applications like Excel and Google Slides
- Self-motivated, entrepreneurial spirit bringing new ideas to the team and clients
- Superior interpersonal, verbal, and written communication skills
- Sharp attention to detail
- Ability to effectively manage deadlines and to juggle multiple tasks
- 1-3 year's experience working in social media

COMMUNICATION:

Must be able to fluently speak, read, write, and understand the English language as well as industry terminology related to the job. Able to quickly learn terminology and jargon appropriate to brand strategy, insights, client campaigns and digital solutions. Sufficient fluency to be able to interact with employees, peers, vendors, and clients regarding the details of their financial or human resources inquiries and the ability to conduct or participate in meetings, compose professional emails, letters, or memos, complete the documentation requirements of the job and interact successfully with all constituents.

PHYSICAL REQUIREMENTS:

Ability to gain access to the work area and then safely perform the duties of the job while utilizing standard and specialized equipment, including but not limited to the equipment described below. Ability to perform duties while sedentary, working at a desk and viewing a computer screen for extended periods. Vision and hearing within normal limits, with or without correction.