



## Social Media Assistant Job Description

### Responsibilities

- Oversee day-to-day management of campaigns and ensure brand consistency
- Collaborate with others in the Social Media Department on best practices
- Collaborate and work closely with your Account Manager to create content and make sure the client approvals all content efficiently
- Communicate with your Graphic Designer to have graphics created
- Facilitate brand and company awareness through various social media channels
- Work with team to create and implement social media strategies monthly
- Ensure brand consistency in copy through tone, voice and terminology
- Supervise all aspects of social media interaction between customers and the company, and ensure a positive customer service experience
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- Ensure progress on all platforms by using analytical tools such as Google Analytics and Cloud Campaign analytics
- Create and implement the monthly editorial calendar which includes monthly sales objectives, holidays, giveaways, tips, etc.
- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures, and 'About' information)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

### Requirements

- Proven work experience as a Social media manager/ coordinator
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Knowledge of online marketing channels
- Excellent communication skills
- Analytical and multitasking skills