

# JACKSON

**Job Title: Social Media Strategist**  
**Department: Public Relations**

**Status: Regular, Full-time, Exempt**  
**Reports to: Communications Manager**

**Position Summary:** The Social Media Strategist is responsible for developing and executing social media and communications strategies to support our clients' business objectives. Responsibilities for this role will encompass creating social media strategies, developing, writing, managing and curating content, monitoring/social listening and responding to social inquiries and messages. In addition, the Social Media Strategist will track and report on key metrics using native platform analytics and third-party platforms.

As the subject matter expert, the ideal candidate will possess a keen attention to detail, strong writing capabilities, a deep understanding of social media platforms and strategies as well as a passion for creating compelling social media content.

**General Purpose:** Development and execution of social media and communications strategies to support client business objectives.

## **Essential Functions:**

### ***Client Knowledge/Contact***

- Develops knowledge of, and actively seeks current information about, the client's industry, organizational structure, products, services, markets and social media channels.
- Assists in scheduling client meetings and/or internal meetings on the client's behalf.
- Serves as a primary and/or secondary client contact on specified accounts.
- Consistently initiates ways to add value to all client-specified assignments and proactively offers new ideas for content and outreach efforts.

### ***Account Support***

- Manages and monitors client social media accounts daily, including posting, engaging and reporting.
- Researches, gathers and assembles materials for tracking and reporting purposes.
- Creates and executes social media campaigns for holidays, seasons, product releases and special events.
- Communicates daily with Account Executives (AEs) to support ongoing projects as well as new/unexpected needs as they arise.
- Conducts research necessary to develop social media and PR materials.
- Drafts grammatically accurate, compelling social media content and other written materials.
- Develops and maintains databases and editorial/content calendars for each client.
- Assists in handling crisis scenarios, as needed.

### ***Administration***

- Expedites client contact reports as directed by AE.
- Proactively updates and archives account files.
- Maintains individual client notebooks and files (including samples, correspondence, competitor and industry information, clip books, etc.).
- Assures timely delivery of client correspondence and materials.

### ***Project Coordination***

- Attends Traffic/Production meetings and follows-up on unfinished projects until completion.
- Prepares work orders for new jobs.
- Proofs unfinished work to ensure accuracy before final production/presentation for the client.

## **Knowledge/Skills/Abilities**

### **Required:**

- Bachelor's degree required, preferably in Marketing, Communications, Journalism, or other related field

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- Proven experience developing content for B2B and B2C audiences
- Knowledge and technical proficiency of social media platforms and capabilities
- Ability to capture and develop content via photography and videography
- Experience with social media metrics tracking and reporting using native platform analytics and third-party tools.
- Keen attention to detail, particularly when working with numbers, metrics and analytics.
- Strong writing skills and ability to follow AP Stylebook standards.
- Ability to work efficiently under stress.
- Willingness to be on-call over certain weekends or outside of normal business hours as social media needs warrant.
- Excellent, pro-active interpersonal and communication skills (written and verbal)
- Strong time management, organizational and critical thinking skills
- Able to follow direction and work with minimal supervision
- Work efficiently under stress
- Ability to read and comprehend instructions, correspondence, and memos
- Ability to effectively present information in one-on-one and small group situations to clients and other Associates of the organization
- Basic computer skills, including proficiency in MS Outlook, Word, Excel, and PowerPoint
- Ability to problem solve and think critically– using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Proactive, resourceful, quick learner, multitasker, strong team player with a strong work ethic.
- Commitment to Company Values

**Preferred:**

- 2-4 Years Social Media Management
- Prior Agency experience

**Reporting to this Position:**

- n/a

**Physical Demands**

While performing the duties of this position, the Associate is occasionally required to move about the office, use computers, phone, video conferencing and other general office equipment. The Associate must occasionally lift up to 20 pounds. The Associate maybe required to traverse conference/event centers, racetracks, paddocks, and office environments which may require walking long distances, climbing stairs/hills; operate standard office equipment, carry laptop, cameras, phones, etc; talk and hear.

**Work Environment**

While performing the duties of this position, the noise level in the work environment is usually moderate.

**General sign-off:** The Associate is expected to adhere to all company policies.

**Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.**

I have read and understand this explanation and job description.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**THIS IS NOT AN EMPLOYMENT CONTRACT AND DOES NOT ALTER ANY ASSOCIATE'S STATUS AS AN AT-WILL EMPLOYEE. ACCORDINGLY, EITHER THE COMPANY OR THE ASSOCIATE MAY TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY OR NO REASON, WITH OR WITHOUT NOTICE.**