Social Media Specialist
Job Description

Summary
Join a dynamic team working on some of the most beloved brands in the natural foods industry, from Dave’s Killer Bread to Bob’s Red Mill. As social media specialist you’ll help ensure the highest performance of all things social, from paid advertising and promotions to community building and engagement. This position leads social reporting efforts, using analytics to measure success, spot trends and provide recommendations for optimization. This role also supports paid, recommending channel priorities, spend and creative strategies in support of client objectives. The ideal candidate thrives on data, working collaboratively and staying ahead of trends.

Responsibilities:
• Tracks and reports social community metrics with an eye on optimization
• Leads monthly paid social ad performance monitoring and reporting for all clients
• Contributes to creation and execution of digital and social ad strategy, development and analysis
• Analyzes metrics across multiple channels in support of digital campaigns
• Implements digital audits, analyzes results, delivers initial findings and recommends strategies
• Works with account teams to develop conversion strategies, CTA best practices and analysis for digital campaigns, across all channels, from emails to social and web
• Coordinates the campaign development using apps and agency tools, and monitors and reports to team on performance
• Executes research related to social media platform and advertising updates, and new tools and applications
• Audits online campaigns, identifies key findings and recommends approaches
• Back-up support for community management functions

Core Competencies:
• Competence running Facebook and Instagram ad campaigns in Facebook Ads Manager and Power Editor, as well as experience with the Twitter ads platform and Google Adwords
• Experience using Facebook Insights, Google Analytics and other analytics platforms
• Experience integrating partner vendors (couponing, webinars, social monitoring providers, etc.)
• Experience with e-commerce, display pay-per-click and other developing channels a bonus
Job Expectations
• Works collaboratively in a team environment with a spirit of cooperation
• Displays excellent written and verbal communication skills, including the ability to communicate effectively and remain calm and courteous under pressure
• Anticipates client and team needs and offers to help before being asked
• Delivers work on or before deadline
• Spots industry news and trends, and shares with the team
• Supports the team by delivering consistently good work
• Maintains organized and accurate files so team can easily find information
• Regularly contributes content to the agency’s blog and newsletter
• Is comfortable with occasional evening and weekend hours

Qualifications
• 2-3 years of relevant work experience in digital and social media marketing with a focus on paid social
• Experience or interest in working with data visualization tools and creative ways to display information
• Bachelor's degree in public relations, advertising, journalism, digital media or related field with course work in marketing analysis and statistics preferred

Work Environment
Ability to multitask is a must within our collaborative team structure and open work environment with varied noise and distraction levels.

To Apply
Send cover letter, resume and work samples to jobs@maxwellpr.com. Reference social media specialist in the subject line of your email message.