

SOCIAL MEDIA MARKETING

Duties & Responsibilities

- Manage social media properties (Facebook, MySpace, Twitter, etc.), including daily monitoring, posting, and content development.
- Coordinate and implement social media marketing communication projects with responsibilities that include social media advertising and creating brand awareness online.
- Moderate forums and chats
- Initiate conversation through forums, twitter and postings.
- Prepare status reports on social media efforts and success rates.

Qualification

- Is familiar with standard marketing concepts, practices, and procedures
- Has a strong understanding of social networking and social media marketing
- Is extremely social & creative
- Have strong writing skills
- Is familiar with blogging, social media efficiency tools (such as tweet later), and is active on at least one social media profile site
- Has a strong desire and ability

Rate: Depends upon experience (TBD)

PROJECT RELATED COMPETENCIES SOLUTION DEVELOPMENT AND DELIVERY

- Assists in physical and logical database design.
- Understands technical and functional design requirements.
- Creates prototypes for client engagements.
- Designs, codes, and tests technical solutions.
- Identifies system deficiencies and recommends solutions.

PROJECT EXECUTION

- Assists in enforcement of development deadlines and schedules.
- Understands the necessity of and contributes to coding standards.
- Develops internal and external meeting objectives and agendas.
- Prioritizes multiple tasks effectively.

PROFESSIONAL QUALITIES

- Displays a positive attitude.
- Demonstrates flexibility in day-to-day work.
- Sets high standards of performance for oneself.

TEAMWORK

- Establishes harmonious working relationships with team members.
- Appreciates each team member's contributions and values each individual member.

CLIENT MANAGEMENT

- Values internal and external clients and responds to their needs as they arise.
- Establishes effective working relationship with clients.
- Follows established communication guidelines.
- Uses good judgment in what and how to communicate with clients.

ORGANIZATIONAL RESPONSIBILITIES

PROFESSIONAL DEVELOPMENT

- Understands the professional development process and becomes actively involved by setting challenging goals and meeting them through continuous learning.
- Seeks input from mentors and supervisors.
- Actively applies feedback received to day-to-day work and strives to improve performance.

INTERNAL OPERATIONS

- Accurately completes and submits time and expense reports in a timely manner
- Accurately completes and submits status reports in a timely manner.
- Complies with all company policies and procedures.