



April 2021

# Social Media Marketing Specialist

TBH Creative's Social Media Marketing Specialist will be responsible for managing a number of client's social media profiles in order to increase their online presence, support full marketing campaigns, and increase sales.

You have a passion for social media as a communications tool. You are a versatile creative writer and know exactly how to optimize content so that it is engaging on those channels. You have a demonstrated history of working in a fast-paced environment while delivering similar successful comprehensive social media projects on schedule, on budget, and with no errors.

## Seniority Level

3+ years experience required

## Employment Type

Full-time on-site and/or remote mixture

Contract discussions will be considered

**Is this you? Please read on and if you meet our requirements, send your resume and an impressive sample of your work our way.**

# The role and responsibilities

- Implement social media strategies for TBH Creative and its clients that build brand awareness, generate inbound traffic, and enhance the brand image.
- Build long-term customer relations through fine-tuned content creation.
- Set up and optimize company pages within each social media platform.
- Forge schedules for syndication and editorial activities.
- Generate new organic and paid content (written and visual) that is informative, meaningful, and designed to meet each customers' unique standards and campaign goals. This work includes writing and editing social media posts, graphic creation, related asset creation, ad strategy specifications, and ongoing management of all content.
- Monitor the existing design (ads, thumbnails, landing pages, profile pictures, etc.) and keep atop of performance and necessary modifications.
- Communicate with industry professionals and influencers via social media to create a strong network.
- Communicate with social media followers and online reviews, including responding to queries in a timely manner.
- Measure the success of every social media campaign. Prepare reports based on campaigns' performance for the upper management.
- Stay current with social media trends, technologies, and best practices.

## Must-have skills

- Background in Marketing, Public Relations, New Media, or Communications.
- Hands-on experience as a specialist in digital marketing and social media.
- Impeccable writing, editing, consulting, communication, and presentation skills.
- Familiarity with social analytics tools.
- Creativity and enthusiasm.
- Attention to detail.

## Nice-to-have experience

- Knowledge of SEO, web design development, and web design is highly preferable
- Thorough understanding of principal marketing channels and inbound marketing
- Video editing skills are a plus
- Experience with HubSpot

## Benefits

Competitive salary	Paid time off	Health insurance coverage	Bonus plans	Technology stipend
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## Extra stuff

- **We are organized and agile-minded.** We are keen on project management, ever-honing practices, processes, and tools to stay on point and efficient.
- **Our team is one of recognition and fun.** From company-wide shoutouts to our ever-accessible Slack workspace, we're constantly collaborating and celebrating together.
- **We give back.** Each year, we select an organization that serves our community—we dedicate our time, resources, and talent to them. We believe that making time to volunteer and give back matters.
- **Professional development is prioritized.** We learn from experts, community leaders, and each other constantly. From master classes and workshops to daily conversations, we're always learning and growing.

# About TBH Creative

TBH Creative is a purpose-driven and award-winning web design and inbound marketing agency. We have been breaking down complex web and marketing problems since 2004.

We value each TBH Creative teammate as an impact player, believe in clear communication, high standards of excellence, and delivering custom solutions that show results for our clients.

But beyond those ideals, what really drives the heart of our business is helping our clients achieve more with digital marketing and design than they ever thought possible.

HubSpot Certified Agency	WBE Certified (Women Business Enterprise)	Best B2B Service Providers Clutch research top 1000	A+ BBB Rating
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