**Social Media Specialist**

**Roles and Responsibilities:**

* Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
* Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
* Set up and optimize company pages within each platform to increase the visibility of company’s social content
* Moderate all user-generated content in line with the moderation policy for each community
* Create editorial calendars and syndication schedules
* Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

**Qualifications:**

* Proven working experience in social media marketing or as a digital media specialist
* Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
* Demonstrable social networking experience and social analytics tools knowledge
* Knowledge of online marketing and good understanding of major marketing channels
* Positive attitude, detail and customer oriented  with good multitasking and organizational ability