**Position Title:** Junior Social Media Specialist

**Summary:** The Junior Social Media Specialist is an Entry Level position designed to provide Companies with Social Media support. Juniors Specialists primary responsibility is to create, edit and monitor social media content, while abiding by the Social Media Rules and Policies set by each Company.

**Job Description**

* 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 social media platforms to increase the visibility of company’s social content
* Moderate user-generated content in line with the Company moderation policy for each community
* Create editorial calendars
* Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
* Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

**Requirements**

* Positive attitude, detail and customer oriented
* Ability to multitask
* Strong writing, editing (photo/video/text), presentation and communication skills
* Intermediate knowledge of Facebook, Instagram, Snap Chat , Twitter and general knowledge of other social media platforms
* Basic knowledge of web design, web development and [SEO](https://resources.workable.com/search-engine-marketing-specialist-job-description)
* Basic knowledge of online marketing and good understanding of major marketing channels
* Intermediate knowledge of Microsoft Word and Powerpoint
* Fluency in English