



## Social Media & Content Specialist-Freelance

*RedShift is a top tier Digital Marketing Agency located in the heart of Pittsburgh, PA. We pride ourselves in clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical Marketing & Advertising agency. As with most teams and families, there's something we all share at RedShift. In our case, it's coming from agencies or businesses where we thought, "there's gotta be a better way."*

At RedShift, we've come together to form that "better way." Each of the differentiating factors you see about us— being data-driven, customer-centric, transparent, ego-free, and dedicated to results—these are qualities we didn't find at previous homes, but we've established here.

**We're currently looking for an experienced, creative and energetic Social Media and Content Specialist to work with our growing firm.**

As a Social Media and Content Specialist with RedShift, your main duty will be to develop and manage social and drafting online content for our clients, helping them achieve an optimum social presence throughout the various platforms and driving traffic to and increasing engagement on their websites.

Candidates should be familiar with all aspects of the social media platforms and be able to show a track record of successful outcomes with said management and performance. Candidates should also be experienced in content writing and basic optimization.

### **Nature and Scope:**

This freelance position will work under the direction of the Vice President with exercise of independent judgment.

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## Duties and Responsibilities:

- Manage or oversee RedShift and client social advertising campaigns
  - Implement content editorial calendars to manage content and plan specific, timely social marketing campaigns
  - Create a regular publishing schedule and promote internal and client content through social advertising
  - Leverage the appropriate tools to create, publish and manage relevant, original, high-quality content (for all channels and ads) for our clients
  - Work with various RedShift team members to integrate all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)
  - Always be creative thinking to develop new ideas and concepts
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## Qualifications and Skills:

- BS in Marketing, Communications, PR, or related field
- 2 years proven experience working with social media
- 2-4 years proven experience with content writing and strategy
- Proficiency in Microsoft Powerpoint and/or Google Slides
- Goal oriented, self-directed and self-motivated within a team environment
- Strong verbal and written communication skills
- Excellent quantitative, analytical, marketing and communication skills
- Deadline and detail oriented
- Familiarity with Instagram, Twitter, Facebook, LinkedIn, etc.

**If you feel you're ready to work with RedShift**, are eager to take on the duties and responsibilities we've outlined, and meet the requirements for our Social Media and Content Specialist freelance opportunity, then we're eager to learn more about you, and to tell you more about us.

*Please send your resume, examples of your work and freelance fee structure, to:*

**Abby Mundell • Vice President, RedShift • [abby@redshiftdm.com](mailto:abby@redshiftdm.com)**