



## Social Media Specialist

*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 Specialist to work with our growing firm.**

As a Social Media Specialist with RedShift, your main duty will be to develop and manage social channels 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 basic optimization and analytics of each platform.

### **Nature and Scope:**

This position will work under the direction of the Director of Client Services with exercise of independent judgment. The Social Media Specialist will be responsible for both developing and implementing social media strategy for RedShift clients. You will work closely with the Account Managers as well as the Digital and Creative teams.

# Social Media Specialist

## Duties and Responsibilities:

- Develop, implement and manage RedShift and client social media strategies and advertising campaigns
- Monitor SEO and user engagement and suggest content optimization
- 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)
- Stay up to date with the latest social media best practices and technologies
- Implement content editorial calendars to manage content and plan specific, timely social marketing campaigns
- Identify, implement and capitalize on current social media trends
- Moderate user-generated content and messages appropriately, based on company and community policies

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## Qualifications and Skills:

- BS in Marketing, Communications, PR, or related field
- 2 years proven experience working with social media
- 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, TikTok, Twitter, Facebook, LinkedIn, etc.
- Ownership and pride in your performance and its impact on company's success
- Experience working with Adobe Photoshop and Illustrator is a plus

**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 Specialist 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 salary requirements to::*

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