



## Social Media / Digital Communications Specialist

If you're passionate, creative and results-oriented, then we want to hear from you. As a national award-winning, full-service agency, this is an opportunity to work on both local *and* national brands.

The Social Media / Digital Communications Specialist is responsible for implementing Social Media strategies and initiatives to engage in meaningful exchanges and create lasting relationships with clients' customers. Our ideal candidate will be passionate about social media and the digital space, and will have their finger on the pulse of the continuously evolving digital environment. All team members are expected to be resourceful and detail-oriented and may be required to perform other duties, which may be necessary or desirable to support the agency business.

### Skillset and Responsibilities

This position will manage assigned social media jobs and projects for select agency clients. It's required that you manage your own time and schedule with regard to the duties outlined below.

#### Required

- Proficient in all major social media platforms
- Develop and implement social media strategies, initiative and tactics
- Develop social media content calendars and monthly reports
- Execute social media participation and engagement
- Monitor and track social media activities and engagement
- Blog, tweet and write POVs about social media including trends, opportunities, challenges and what it means to the marketing space and business' bottom line
- Proficient in evolving and **pioneering** web-based marketing technologies and strategies
- Proficient in social media advertising and manage advertising budgets and placement (Facebook, Twitter, Instagram, etc.)

#### Presentation and Communication Skills:

- Confidence creating and delivering presentations to internal team and clients
- Possess the ability to articulate and educate the internal team/client about social media trends, habits and behaviors on an ongoing basis
- Keep internal team apprised of social media best practices



## Preferred

- Proficient in digital advertising and SEO
- Proficient in making simple changes to HTML eBlasts and distributing through 3<sup>rd</sup> party software
- Experience in media/marketing/communications position at an advertising/PR agency OR at least 1+ years in spearheading social media in related agency/digital environment

## Qualifications

- BA or BS degree in related field or equivalent work experience
- Ability to think critically, identify the sources of problems and develop solutions, and deliver recommendations based on data and analysis
- Proven ability to accept responsibility and follow through on all assignments and responsibilities
- Creative and detailed-oriented
- Proficient with computer programs needed to execute the job functions effectively
- Must have excellent communication skills; both written and verbal

## Location/Travel

This is a full-time position, working in our Sacramento, CA headquarters. Additional travel may be required for client meetings, media engagements and industry conferences.

This is a FULL-TIME position. Full time positions include health benefits and 401k with significant potential for advancement within the company. Compensation dependent upon experience. Qualified candidates please email your cover letter (in the form of 10 tweets or less) and resume to **Ms. Brenda Forman** at [brenda@merlotmarketing.com](mailto:brenda@merlotmarketing.com). Please include "Social Media Specialist" in the subject line. Equal Opportunity Employer.