



Social Media Specialist

Wage information:	DOE
Reports to:	Marketing Manager
Education:	Bachelor's degree in marketing
Experience:	3+ years similar experience
Location:	Salt Lake City, UT - No remote office option available
Required travel:	Minimal
Date:	Immediately
Correspondence:	E-mail careers@monnit.com only. NO CALLS OR DROP-INS accepted.
Schedule:	Monday – Friday 8:00am – 5:00pm

Job Description

We are looking for an experienced and creative Social Media Specialist to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts. You will be working closely with the Marketing and Sales departments.

The ideal candidate will be an experienced professional with a passion for the job, able to employ unique marketing techniques. He/She will be a skilled social media strategist and able to drive creativity and enthusiasm in others.

Duties of the Social Media Specialist:

- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Use social media marketing tools such as Buffer
- Attend educational conferences
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train others in the team
- Provide constructive feedback

Requirements of the role:

- 3 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions



- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BSc degree in Marketing or relevant field