



FOOTTRAFFIC™

## Social Media Strategist

### Job Description

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<b>Position:</b>	<b>Social Media Strategist</b>
<b>Department:</b>	<b>Growth &amp; Marketing</b>
<b>Reports To:</b>	<b>Marketing Manager</b>
<b>Job Type:</b>	<b>Full time, Salary position</b>

#### Position Overview

The social media manager will administer the company's social media marketing strategy and advertising with objectives being to grow our following across multiple platforms, increase engagement, generate leads and sales every day.

#### Responsibilities (tasks associated with the role)

- ✔ **Social Media Growth:** You will be focused on increasing followers, engagement, comments, likes, shares, etc.
  - Social channels include Instagram, Facebook, LinkedIn and Pinterest
- ✔ **Social Media Brand Management:** Keeping our brand and voice consistent across our platforms. You will be responsible for graphics as well as outsourcing to another graphic designer we have in-house. We are looking for someone with ideas, strategy, and management skills to make sure everything gets done.
  - Represent brand correctly on each platform (IG, FB, LI and Pinterest)
  - Create graphics for posts and stories
  - AND/OR outsource graphics to another designer in-house
  - Manage your time to ensure all the balls in the air stay in the air. Multiple channel engagement is not for the faint of heart.
- ✔ **Campaign Creation:** Our online business launches every month and we will have you help create a social media campaign for each project that helps spike engagement and turn our raving fans into customers.
  - Work closely with Launch Manager to create and execute plan

- ✔ **Analytics & Tracking:** Studying our numbers monthly and coming up with strategies to improve our performance.
  - Track key metrics for each channel
  - Use metrics to identify trends, areas of improvement and areas of expansion
- ✔ **Learning new trends & staying up to date:** The social media world changes so quickly and part of your job will be to stay up to date with the absolute latest trends so we can implement them quickly.
- ✔ **Community Management:** Engaging with comments, helping solve customer service related issues and making sure that our customers are well taken care of or directed to the person that can help them.
  - Manage social media “inboxes”
  - Respond or engage with all comments
- ✔ **Promote Products Organically Through Social:** Create strategies and content plans to sell company products. Bonus compensation is part of this plan, and your success with this area of your position will directly correlate to your higher income.
  - Subtly engage following and encourage sales
  - Track sales through social channels
- ✔ **Content Creation:** Whether it's our daily captions, weekly emails, text message, or blogs, writing is a big part of this position as well.

### **Requirements (expected proficiencies to excel in this role)**

*This position is for a person that meets the following:*

- ✔ 2 years (minimum) experience with social media strategy and management.
- ✔ Instagram, Facebook, and Pinterest EXPERT. Additionally, we will also be incorporating more Youtube, LinkedIn and Clubhouse.
- ✔ Canva (or equivalent program) expert
- ✔ Availability to monitor social media channels daily, including evenings and weekends as needed
- ✔ Experience managing a social content calendar, paid social advertising campaigns and social activity monitoring
- ✔ Experience analyzing and summarizing metrics/data to identify trends and make recommendations
- ✔ Organized online, in life and in your head
- ✔ Project Management skills that would make Asana cry
- ✔ A deep passion for social networking technologies.
- ✔ Learner. You consume and create new things (to test new ideas/concepts/theories). You are on the cutting edge of the industry.
- ✔ A self-starter with the willingness, and desire, to "roll up your sleeves" and get the job done
- ✔ Experience using social media monitoring tools
- ✔ Strong interpersonal skills with ability to work well with your teammates.
- ✔ Preference for working in a fast-paced, entrepreneurial environment
- ✔ Commitment to providing a high level of customer service
- ✔ This is not required, but if you have any photography or videography skills, or photoshop experience, please make sure to let us know.
- ✔ Reliable internet connection
- ✔ Reliable and distraction-free work environment

**Metrics (KPIs) / Success Measured By:**

- ✔ Minimum "X" comments under each CTA Reel
- ✔ "X" CTA DM's from IG Stories each week
- ✔ IG Engagement Growth Min "X"% average per month
- ✔ FB Group engagement minimum "X"% per month
- ✔ "\$X" in Product purchases via social media per month
  - Shopify / Affiliate sales / Book, etc.

***This job description is not all-inclusive and certain activities, duties or responsibilities may be required of the employee as needed.***