



Community and Social Media Specialist

A Community and Social Media Specialist is the face of a company, managing communications in both directions, advocating our venues through social media platforms.

This is what the role's responsibilities may include:

- **Content creation** – writing blog posts, articles, newsletters, communications materials, and material for social media channels
- **Social media marketing** – creating, managing and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties
- **Events and event planning** – attending industry events and planning meetups for your community
- **Customer relations** – the Community and Social Media Specialist is often responsible for customer support – answering questions however they come in (phone, e-mail, Twitter) and managing any online feedback forums.
- **Communications/marketing strategy** – the Community and Social Media Specialist is responsible for brainstorming about strategic marketing/communications plans to provide direction for the company's public-facing communications
- **Business development** – Depending on the company and depending on how senior the role is, a Community and Social Media Specialist can also be responsible for business development and sales

Here are the skills to be a Community and Social Media:

- **Outgoing personality** – you will be required to walk into networking events and be comfortable introducing yourself to strangers
- **Writing skills** – a background (especially Bachelor) in Public Relation, Communication, Journalism or English Literature, experience with writing helps since you'll be creating so much content for our company
- **Social media experience** – we are look for someone who can navigate and understand social media platforms
- **Interest in our industry** – a Community and Social Media Specialist needs to be passionate and interested in our venue, product and service
- **Willingness to work around the clock** – the job involves working some evenings and weekends, and responding to community members outside of work hours
- **Good attitude and management skills** – great time management skills, ability to multitask, intelligence, management coping skills



- **PR experience** – having experience with public relations is a nice to have, especially if it's a focus for our business

And here are qualifications that a Community and Social Media Specialist should have:

- Bachelor's degree in marketing, communication, or related field
- 2+ years' experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Knowledge of project management and web design best practices
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Experience establishing metrics, gleaning community insights and reporting/recommending strategies that achieve marketing goals
- Excellent communication skills and creative writing skills