



## **Social Media Marketing Director**

### **Job Description**

**Reports to:** Social Media Marketing Director reports to Rebecca West, owner of Well-being Safety Assessments, LLC

**Job Overview:** The Social Media Marketing Director is responsible for collaborating with other marketing and sales professionals to develop successful social media and marketing campaigns. Their duties include creating weekly 1-2 minute promotion videos, producing professional and cohesive posts for TikTok, Facebook, Instagram, and Pinterest. The Social Media Marketing Director will create content and communicate with freelance Content Creators, oversee social media campaign schedules, weekly emails to customers, and pull KPI data to determine social media campaigns' success. The Social Media Marketing Director will personally make contact with all "warm" customers and promote all school safety services offered.

#### **Responsibilities and Duties:**

1. Create 1-2 minute promotional videos and funnel systems to attract new customers and maintain current customer database.
2. Create content and collaborating with designers or copywriters to provide attractive and informative campaigns
3. Monitoring all social media content
4. Tracking the performance of the campaign
5. Keeping up with technologies used in social media
6. Using social media marketing tools
7. Tracking customer engagement and SEO to optimize campaign content
8. Establishing relationships/networks of industry professionals or influencers on social media
9. Hiring and training a motivated team
10. Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies
11. Research competitors to stay current with similar products or services on the market
12. Create and maintain a successful brand and image that attracts customers to the product or service
13. Develop marketing strategies for new products or services that comply with WSA standards

#### 14. Complete weekly newsletter for customers.

##### Skills Required:

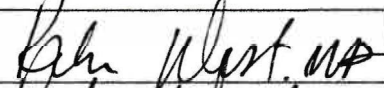
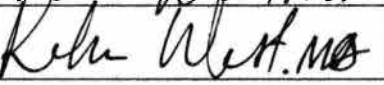
1. One or more years of experience as a Social Media/Marketing Director or similar role.
2. Proficient in business posts on social media platforms.
3. Understand SEO and web traffic data.
4. Experience researching buyer and consumer persona.
5. Understand social media KPIs.
6. Familiar with web page design and publishing.
7. Must be able to multitask.
8. Critical thinker and problem-solver.
9. Works well with a team.
10. Organized and self-motivated.
11. Excellent communication skills, both written and verbal and building relationships
12. Innovation and creativity to create brand new strategies that attract customers and succeed over the competition
13. Ability to lead groups and be decisive
14. Collaborative skills to accept and incorporate ideas into strategies
15. Time management and organization in order to meet strict deadlines
16. Ability to recognize trends and stay ahead of them
17. Proficient with analysis and design software
18. Knowledge of internet marketing campaigns

##### Education/Experience Requirements:

1. Minimum of a Bachelors of Science in the field communications, public relations, business or similar field
2. One or more years of experience as a social media/marketing coordinator
3. Experience in the education field.
4. Certificates in fields related to digital marketing and website development/optimization a plus.
5. Experience in team building, project management and leadership is beneficial.

**Schedule:** This is a salary position requiring the Social Media/Marketing Director to provide a minimum of 20 hours per week.

**Compensation:** Payment will be made to the Social Media/Marketing Director weekly by submitting a signed time sheet.

Received by:		Date: 12/1/19
Approved by:		Date: 12/1/19
Updated by:		Date:

Social Media/Marketing Director/Date:

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Signature of Supervisor/Date:

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