WE ARE LOOKING FOR A **SOCIAL MEDIA SPECIALIST**

KEY ROLE

The Social Media Specialist is responsible for developing and implementing Rocket Station's marketing campaigns and strategy over social media platforms to promote the company.

RESPONSIBILITIES

- Create high quality content, including text posts, video, and images for use on social media to promote products, services, and post in all social media platforms in a way that is consistent with the Rocket Station Style Guide
- Schedule social media posts using applications such as Hootsuite and TweetDeck to maintain all Rocket Station social media accounts.
- Interact and engage external constituents through social media channels
- Develop new social media strategies and campaigns to increase visibility on all social media platforms.
- Keep track of data and analyze the performance of social media campaigns.
- Create social media reports for weekly business reviews.
- Collaborate with colleagues from across marketing departments to ensure branding is consistent
- Meet with clients and other stakeholders (such as social media influencers) and propose potential marketing campaigns and other marketing initiatives.

QUALIFICATIONS

- Degree in Marketing or any other related course.
- 2 years of related experience.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Strong communication and presentation skills
- Photo and video editing experience
- Graphic Design knowledge is a plus
- With experience in content creation and copywriting
- Critical thinker and problem-solving skills

SYSTEM REQUIREMENTS

- Computer Processor: at least i3 (for both primary and back-up computers)
- Computer Memory/RAM: at least 8.00 GB (for both primary and back-up computers)
- Computer Operating System: at least Windows 7 64-bit

Internet Speed
- Primary Connection: running on a 10 Mbps wired plan (above 10mbps preferred)
- Back-up Connection: running at least 10 Mbps

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