

## **Social Media Specialist**

Applicants located within the **Nashville Metro Area and Remote** candidates are encouraged to apply.

### **What we are looking for in our team members:**

- Highly motivated self-starters with an entrepreneurial mindset who are comfortable working in a client-facing business
- Should be comfortable working in a small business environment
- Holds a high standard for their work, focuses on staying motivated, finishing tasks immediately and working until the job is done
- Comfortable working outside of an office and outside of a traditional 9 to 5 workday
- Solution-oriented with ability to troubleshoot in the moment

We are looking for a talented Social Media Specialist to join our team. You will be responsible for creating social media campaigns and the day-to-day management of the company's social media platforms. Your passion for digital marketing and social media as a communications tool will result in the adoption and implementation of social media best practices across all social media channels.

The successful candidate will be an excellent communicator, a versatile creative writer, and a team player. You will be an active participant in data collection and analyses in order to consistently improve the company's social media practices over time.

### **Social Media Specialist Responsibilities:**

- Developing social media content plans that are consistent with the company's brand identity.
- Build and execute social media strategy through research, benchmarking, messaging, and audience identification.
- Creating consistent, meaningful content on all social media platforms, improving customer engagement, scheduling, and promoting social media campaigns.
- Generate, edit, publish, and share content daily (original text, images, video, and HTML)
- Communicating with social media followers, including responding to queries in a timely manner.
- Build meaningful connections and encourage community members through dialog and messaging.
- Developing and managing social influencer programs.
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Preparing weekly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.

- Staying up to date on best practices and emerging trends in social media.
- Performing other duties when needed.

### **Social Media Specialist Requirements:**

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 2+ years of digital marketing and social media experience including planning and managing content in a corporate, or agency setting.
- Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns.
- Experience using various analytics software.
- Working knowledge of HTML and CSS.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced environment.

### **How to Apply**

Please click this [LINK](#) to complete our application. Be sure to attach your resume and cover letter. Please also include a 3 minute video on the following topic: "Why you are the best Social Media Specialist for the PLPI company?" Questions, please email us at [info@parisloveproductivityinstitute.com](mailto:info@parisloveproductivityinstitute.com)

### **About the Paris Love Productivity Institute (PLPI)**

We are a full service organizational and productivity firm. We help overextended professionals overcome the barriers that are keeping them dissatisfied, disorganized, and disoriented in their life, business or career. We help individuals do the things they always wanted to do but never get around to. We stand out from our competitors by getting to the 'root' of the problem. There is a reason why individuals can't manage their time or are consistently disorganized. We started the business to help individuals eliminate physical, emotional, and mental clutter.