



WISE[™]
Advise + Assist Team

Social Media Strategist

Summary

WISE Advise + Assist Team is looking for a skilled Social Media Strategist. As a Social Media Strategist, you will collaborate with marketing and technical team members to strategize and create content for social media platforms.

Responsibilities

Main duties will include, but not limited to:

- Execute a results-driven social media strategy.
- Develop and curate engaging content for social media platforms.
- Plan social media campaigns, including content and graphic creation
- Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart
- Design, build and maintain multiple client's social media presence
- Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
- Identify trends and insights, and optimize content based on the insights
- Understand trends
- Maintain professional and friendly communications
- Conduct research and analyze the competition
- Brainstorm new and creative growth strategies
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.

About the Job

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually, in a fast paced environment, we are made up of strong and unique individuals who create our team first company culture.

A successful WISE Team Member enjoys continually learning new things and is constantly improving themselves. They are a strong communicator who is able to communicate complex ideas, listen well, and maintain excellent customer service. They are organized and detail oriented. They have the ability to accept feedback and make adjustments based on that feedback. They take pride in their work and maintain a high level of quality control. They have exceptional time management and are great at multitasking. They also enjoy new challenges and changes to their work environment.

Most importantly a successful WISE Team Member is authentic, versatile, a self-starter, and a team player.



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Minimum Qualifications

- Bachelor's Degree in Marketing or related field
- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Top-notch oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines
- Ability to put yourself in the customer's shoes and come up with ideas that are relevant and enticing
- General knowledge and experience across the entire marketing spectrum
- Have a highly creative mind with impeccable taste
- Proficient in multitasking
- Have a knack for data
- Understand how to translate data and how to strategize new approaches to improve KPIs
- Be an effective communicator
- Be a team player

Preferred Qualifications

- Proven experience in Digital Marketing
- Digital Marketing Certification
- Direct experience using social media management tools(Hootsuite, Buffer, Planoly, Meet Edgar, Loomly, Later etc.)
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus
- Up-to-date with the latest trends and best practices in online marketing and measurement

Computer Requirements

- For the home wireless system:
 - o Strong Internet Connection
 - o Have a firewall to protect wireless internet.
 - o Not allow others to use their wireless internet.
 - o Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
 - o Have 2-factor authentication for computer and critical software.
 - o Encryption for hard drive
 - o Good security software (McAfee, Norton, MalwareBytes, etc)
- If traveling or working outside the house:
 - o Do not use unsecured public Wi-Fi
 - o Tethering or VPN to protect internet usage



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- o Never leave computer unprotected - especially if it is on and unlocked

Additional Information

- Supervisory Responsibility: This position has no supervisory responsibilities.
- Position Type and Expected Hours of Work: This is an hourly, contract position.
- Other Duties: Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.