

Social Media Strategist



Type: Full Time / Contract – Onsite (Meadville, PA)

Description: Bull Moose Marketing is looking for a **Social Media Strategist** to support the larger marketing strategies of our clients while also helping to manager our own social media efforts.

As a strategist, you should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to engage a variety of digital audiences in the B2B, B2C, and nonprofit sectors. In this position you will be challenged to continually evolve your knowledge and capabilities across core services related to social media marketing and related aspects of marketing (i.e. content, analytics, advertising, etc.). If you like continual learning, implementing creative ideas, and working on the forefront of digital marketing trends, then you will enjoy this position.

Beyond tactical and technical skill, the top things we look for in our team members are:

- People smarts
- Emotional intelligence
- Solution creators
- Ability to “think on your feet”
- Forever curious
- Self-starter mentality
- Humility

Responsibilities:

- Build and manage social media profiles and presence, including Facebook, Twitter, LinkedIn, Google My Business, Pinterest, Instagram, Snapchat, and potentially additional channels for our clients
- Advise on social media strategies and appropriate tactics in support of a client’s overall marketing strategy
- Participate in persona research and development as it relates to media consumption and content distribution through social channels
- Develop keyword glossaries for each applicable social media channel as part of the marketing strategy development process
- Advise on ethical and legal use of social media channels
- Build and maintain social media content calendars for each client
- Work alongside other marketers and content producers to help distribute content that educates and entertains targeted audiences
- Create and curate shareable content appropriate for specific channels to both spread our client’s brand, content, and links
- Drive consistent, relevant traffic and leads from our client’s social media channels
- Run regular social promotions and campaigns and track their success across relevant channels
- Manage social media advertising when within the scope of client work
- Be proficient with social media aggregators and analytics tools
- When in scope, listen and engage in relevant social discussions about our client’s company, competitors, and/or industry
- Help manage our clients’ brand reputation on social channels when within scope

Social Media Strategist



- Explore new ways to engage and new social networks to reach client's target buyers while also staying up to date with trends, tactics, and tools related to social media channels
- Provide regular reporting and actionable insights for clients on their social channels
- Advise on and help manage Bull Moose Marketing's social media channels
- Contribute topical articles to the Bull Moose Progressive Marketing blog

Top skills and experience we look for:

- BA/BS degree or equivalent work experience
- Demonstrated ability to multitask
- Active and well-rounded personal presence on social media, with a command of each network and their best practices
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Proficiency with social media aggregator publishing tools (HubSpot Inbox, HootSuite, SEMRush, etc.)
- Bonus experience and skills include Adobe Creative Suite, demand generation marketing, inbound marketing, and blogging
- Willingness to participate in relevant social media marketing certification courses as instructed

To Apply:

To apply go to our Careers page <https://bullmoosemarketing.com/careers/> and complete the online application.

For questions contact us at:

- Phone 814-573-9028
- Email: Ron Mattocks at rmattocks@bullmoosemarketing.com