

<https://carispartners.com/careers/social-media-specialist/>

## Social Media Specialist

### Description

We seek a **Social Media Specialist** to plan, design, execute, and moderate social media marketing, digital advertising, and content development.

This position will help us expand in the digital and social media era with a focus on client customer engagement, awareness, and reach.

The ideal candidate is an expert in social media management, post creation, Facebook advertising, Instagram advertising, Google Adwords, and content development. This professional must be hands-on with creative technical acumen, including editing, design, and copywriting.

### Hiring organization

Caris Partners, Inc.

### Employment Type

Full-time

### Job Location

25 Whitlock Place, 30064, Marietta, Georgia

### Responsibilities

- Create social media accounts
- Manage social media accounts
- Design and execute social media campaigns
- Create, launch, monitor, and measure Google Advertisements, Facebook Advertisements, and Instagram Advertisements
- Identify relationships with key social media partners to leverage content
- Create weekly, monthly, and annual editorial calendars to promote company brands on various social media websites

- Create and distribute content such as blogs, infographics, videos, and press releases on social media and with traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support company initiatives
- Assist our design teams with graphic design, videography, and photography
- Other duties as needed

## Qualifications

- Expert-level experience with major social media platforms, including Facebook, Twitter, Instagram, YouTube, TikTok, Snap, etc...
- Knowledge of analytics software to track audience engagement and campaign performance
- Experience with content management systems (WordPress), word processor applications (Microsoft Word, Google Docs), and image/video editing software (Adobe Creative Suite, Photoshop, Illustrator, Premiere Pro)
- Experience with Google Analytics
- Copywriting and editing skills
- Ability to work under tight deadlines
- To be considered for this opportunity, you must have a portfolio with campaign samples.
- This is an on-site full-time opportunity with minimal from-home days.
- Salary commensurate with experience and talents.