



SOCIAL MEDIA SPECIALIST

In this role, you will be responsible for the execution of social media content strategies to help boost engagement, enhance brand reputation, and meet and exceed client campaign goals and objectives across paid and owned social media channels.

Key Responsibilities

- Aid in the development and execution of social media strategy across paid and owned social media channels
- Collaborate with fellow social media, connections and creative team members to establish competitive research, platform determination, benchmarking, messaging, and audience identification to best help execute campaigns in the social media space
- Clear understanding of client overarching program strategy and brand tone to ensure alignment of social content
- Generate, edit, schedule and share content that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Where applicable, moderate all user-generated content in line with the client's community management policy
- Responsible for the launch, management, and optimization of paid social media campaigns across platforms, including: Twitter, Facebook, Instagram, LinkedIn, TikTok, and Pinterest
- Analyze and compile campaign performance reports, with the ability to pull out key insights and future campaign recommendations
- Research trends across social media platforms, and where appropriate, put research into practice to help optimize social media work within the agency
- Plan, Schedule and Manage influencer campaigns through our Brandwatch tool

Qualifications

- 2-4 years of experience in a relevant field
- Passion for creating high-quality, mission-driven work
- Deep knowledge of social media trends, hashtags, and engagement strategy
- Excellent time management skills
- Excellent writing, editing, presentation, organization and communication skills
- Proven ability to multitask across multiple clients and campaigns
- Knowledge of high-value metrics across social media platforms
- Ability to pull data and insights for both paid and owned social media content
- Extensive knowledge of the popular social media platforms
- Experience working with influencers



About KSV

KSV is certified BCorp and a women-owned and led collective of creative and strategic thinkers who are committed to a more sustainable existence. As part of our team you'll have the daily opportunity to be part of something bigger than just yourself, because everything we do is filled with a purpose. And that's enough to fill us up with all types of good stuff.

Employee Benefits:

- 401k
- Health, dental, and vision coverage
- Parental leave
- Flexible PTO
- Paid holidays include the week between Christmas and New Year's Day, MLK, Memorial Day, Juneteenth, 4th of July, Labor Day, Thanksgiving and the following Friday
- Summer half-day Fridays
- Flexible work environment

KSV is a signer of the equal pay compact and is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.



KSV's Core Competencies

Core competencies are the 'price of admission' to being part of the KSV team and are expected of all team members regardless of role or seniority.

Customer Focus	Builds strong customer relationships and delivers customer-centric solutions.
Decision Quality	Makes good, informed, and timely decisions that keep the organization moving forward.
Action Oriented	Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
Drives Results	Is focused on and consistently achieves results, even under tough circumstances.
Collaborates	Builds partnerships and works collaboratively with others to meet shared objectives.
Values Differences	Recognizes the value that different perspectives, life experiences, and cultures bring to an organization.
Communicates Effectively	Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
Instills Trust	Gains the confidence and trust of others through honesty, integrity, and authenticity.
Self Development	Actively seeks new ways to grow and be challenged using both formal and informal development channels.
Being Resilient	Keep positive, stay calm under pressure, and believes there is a way forward, even when it can't immediately be seen.