

Reports to: Digital Marketing Manager Department: Marketing

Classification: Exempt Last Updated: 4/25/2022

Job Summary:

The Social Media Specialist is an exciting opportunity for a Social Marketer to work with a growing company that already has a strong digital marketing team with experience and success. We are looking for an experienced and creative Social Media Specialist to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy to increase our online presence and improve our marketing efforts. This role will lead our social media programs for FROG (www.frogproducts.com). This includes 4 Facebook pages and 2 Instagram sites and exploring more avenues that could work for our goals and brand.

This role will also be responsible for assisting the team with the FROG Water Care app, website, and Amazon.

Essential Functions:

Social Media

- 2-3 years of experience as a Social Media Specialist or similar role
- Experience using social media for brand awareness, impressions, and achieving goals
- Excellent knowledge of Facebook, Instagram, and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs

Analytics

- Track, report and analyze campaigns against business goals, objectives, and key performance indicators.
- Social Media and Google Analytics a plus

Amazon

- Monitor and update Amazon listings for trademark, reviews, and imagery
- Stay up to date on Amazon seller trends and patterns

Job Qualifications:

Required skills

- Bachelor's degree in marketing, advertising, journalism, or communications
- 2+ years of experience managing corporate social media
- Excellent knowledge of Facebook, YouTube, Instagram, and other social media sites as a business tool
- Ability to convey ideas in a clear, precise way that is interesting and motivating
- General knowledge of design to create visually appealing posts
- Familiarity with web design
- Ability to manage multiple priorities
- Critical thinker and problem-solving skills
- Good time-management skills
- Great interpersonal and communication skills
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.

Desired Skills

- Google Analytics experience
- Social Media Scheduling tools experience
- Photoshop experience
- WordPress experience
- HTML
- Salesforce