

Position Summary

The Social Media Advertising & Strategy Specialist supports companies and nonprofits who have engaged JB Media Group on either a short-term or long-term basis. As the primary leader on social media strategy, this position helps ensure quality and continuity across the social media strategy deliverables for clients and JB Media's own marketing. The position may also be asked to create and post social media content for client projects, provide input to campaigns with a social media or social advertising element, and support other members of the JB Media team in developing and delivering social media services. Training team members, clients, and students of the JB Media Institute may also be requested. This role demands a range of skills in content and advertising best practices on all major social media platforms, as well as an understanding of other digital advertising options and general knowledge of all areas of online marketing. A collaborative spirit, strong verbal and written communication skills, a desire to foster relationships and learn, and a good measure of flexibility are key factors for success in this position.

Roles & Responsibilities

Client Services

Social Media Strategy

- Develop social media strategies for JB Media clients, including recommendations for appropriate platforms, content, posting frequency, and appropriate tactics to meet their goals, leverage their budget, and reflect industry best practices
- Communicate strategies clearly to both the client and fellow team members working on the project
- Provide ongoing support to both the client and project team as needed to ensure the strategy is understood, implemented correctly, and revised as needed

Social Media Advertising

- Develop social media advertising strategy for assigned projects to achieve the client's goals and provide the best ROI possible using industry best practices
- Create ads using client graphics, logos, and images, as well as those sourced and created by internal team members. Edit graphics or images and/or interface with the client or JB Media's Graphic Design Specialist as needed to ensure quality ads
- Support the client's marketing team in implementing the strategy when appropriate
- Execute, monitor, and adjust social media advertising campaigns to best achieve the client's goals and make good use of their budget

Content Creation - Social Media

- Develop engaging, valuable, and shareable social media content relevant to the client's goals and target audiences. Content must also support JB Media Group's overall strategy for the client. Include distribution of blog content and appropriate shares or mentions relevant to the client's industry, partners, events, and promotions in the content plan.
- Ensure quality graphic content by creating/editing images as needed or coordinating with graphic design support (the client's or JB Media's)
- Organize and save content, content ideas, hashtags, resources, and relevant partner information in the client's shared Drive folder. Obtain internal and client review of draft content.
- Post/schedule content according to the strategy developed for the client
- Follow JB Media processes, guidelines, and practices to ensure consistency across the social media team

Client Communication & Reporting

- Provide consistent, timely, positive, and professional customer service

- Create, edit, and deliver reports or report sections to assigned clients based on the requirements defined in the contract and scope of work. Collaborate and coordinate with other team members serving the same client to create cohesive reports that reflect the quality and range of services provided, and JB Media Group's brand.

Strategy & Process Support

- Participate in internal client strategy and planning meetings with other JB Media team members on the same project. Lead these meetings as necessary or requested.
- Consider, suggest, test, and collaborate with other members of the JB Media Group team on strategy and systems to better serve clients, respond to industry changes, and improve the team's work experience
- Meet deadlines as assigned, communicating with the client and team members when deadlines require changes
- Communicate with fellow project team members on a timely basis regarding the status of assigned work to facilitate smooth workflow for all team members. Utilize the appropriate communication method or project management tool to provide updates and notifications.

Team Contribution, Communication & Support of the JB Media Culture

- Communicate with clients and the JB Media team in a timely and professional manner
- Contribute to the collaborative, results-oriented, continuously improving, relationship-based culture of JB Media in all actions and communications
- Advance the strategies and processes of JB Media Group for growth, collaboration, and communication
- Attend and participate in staff, departmental, and client team meetings
- Share industry news and resources with team members as part of ongoing internal trainings and staff development
- Support and help preserve the Core Values

Additional Duties

- Attend sales meetings with prospective clients as requested
- Review draft proposals for prospective projects as requested
- Communicate with Director of Strategy, Director of Operations, and Project Manager (as appropriate) on schedule, workload, needs, and assignments
- Utilize JB Media's communication systems including team or client group email systems, project management system, shared documents, etc., to remain informed and to collaborate with other members of the team