



## Social Media Manager – Part Time

JB Media Group is a full-service online marketing agency specializing in content development and distribution. We provide a comprehensive approach to research, strategy, training, and delivery in search engine optimization, blogging, social media, online media publicity, email campaigns, and online advertising.

We are a creative team of younger professionals based in Asheville, NC, working with organizations both locally and nationally to strategically and skillfully tell their story. We also teach our craft to businesses, non-profits, and students through the JB Media Institute, a six-week comprehensive training program in Internet marketing.

### Summary:

The Social Media Manager at JB Media Group is in charge of content creation and account management across a variety of social platforms for assigned client accounts. Social media advertising creation and management is also expected. This is a part-time position, 20 hours per week and paid on an hourly basis.

### Roles and Responsibilities

#### **Account On-Boarding & Strategy:**

- Initial industry research outside of social media platforms when a new client is assigned.
- Review client's existing social media presence and note areas of strength and those that need improvement.
- Participate in initial client meetings to learn the client's goals, brand and voice including asking questions and taking notes.
- Participate in internal strategy and planning meetings for the client with the Director of Social Media and other departments also serving the client.

#### **Social Media Content Creation:**

- Stay current on topics and news for each client's industry on social media and through other sources
- Develop engaging, valuable, shareable social media content relevant to the client's target audiences for all social platforms incorporating appropriate tie-ins to the client's industry as well as client events, and promotions
- Maintain a posting schedule with drafted content prepared ahead of time as agreed upon with the client and the Director of Social Media
- Organize content into a content calendar spreadsheet or proper management system that is easy for the client to edit and allows the Social Media Manager to stay organized and efficient
- Send all content to client in advance for approval. Revise as requested then post/schedule across each platform
- With client approval, create or share content from other sources that is newsworthy, engaging, relevant and valuable to the client's target audiences. Ensure this content fits the client's overall branding and messaging.
- Create, monitor and manage social advertising campaigns

#### **Social Media Management & Reporting**

- Daily monitoring of all social platforms for comments, posts to page, re-tweets, private messages, new followers, etc.
- Monitor social conversations and trends for relevance to client messaging, products, brand, etc.
- Moderate and respond to conversations about the client's company, product or brand quickly and professionally. Communicate with the client as appropriate about these conversations including obtaining additional details to respond or informing the client if their intervention is needed.
- Provide responsive customer service directly with clients during regular business hours in order to react to content changes as they arise.

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- Send monthly social media reports to client with data from individual platforms and Google Analytics, provide updates on fan numbers, engagement and demographics, address changes in traffic and possible drivers, download to Basecamp for future reference

### Communication, Team Contribution & Support of the JB Media Culture

- Communicate with clients and the JB Media team in a timely and professional manner
- Contribute to the overall collaborative, results-oriented, continuous improvement, relationship based culture of JB Media in all actions and communications
- Advance the strategies and processes of JB Media for growth, collaboration and effectiveness
- Attend and participate in staff, departmental, and client team meetings

### Required Skills & Experience

- Two years or more experience in social media account management on Facebook and Twitter
- Excellent written communication skills
- Versatility in writing style
- Strong organizational skills
- Collaborative work style
- Self-motivated and self-directed
- Bachelor's degree in writing, communication or related field OR equivalent experience and industry training

### Preferred Skills & Experience

- Experience managing accounts for more than one company at a time
- Experience with Pinterest, Instagram, Google+ and LinkedIn
- Facebook advertising creation and management experience
- Graphic design or photo editing skills

### Equipment Required

- Laptop computer

### Compensation

- Hourly pay based on experience

### To apply, please send:

Cover letter, resume & writing samples or links to samples to  
[careers@jbmediagroupllc.com](mailto:careers@jbmediagroupllc.com)