



JOB POSITION: **SOCIAL MEDIA SPECIALIST**

JOB LOCATION: **RIDGEFIELD, NJ 07657**

**Spreengs is recruiting!**

We have an opening for a Social Media Specialist to join our team. You will be responsible for building, maintaining, monitoring and analyzing our presence on multiple social platforms. We are looking for someone who loves the digital media industry with proven skills in social media.

**Responsibilities:**

- Manage social media on multiple accounts, across multiple platforms
- Serve as one of the voices of the brand and build positive relationships while engaging in direct dialogue with all social media constituents
- Immersion in industry-related news
- Create social graphics and videos
- Monitor all social media activity on our sites, industry sites and competitive sites
- Develop detailed monthly analysis framework for all social campaigns; includes assisting in the development of social media objectives and their measurements, what goals will be assigned and reported and where long-term monitoring is needed
- Leverage social media management and web-based analytics tools (including, but not limited to Facebook Analytics, Google Analytics, etc.) to determine effectiveness of content approach and act on needed improvements
- Search Engine Optimization skills

**Preferred Qualifications:**

- Bachelor's degree in marketing, communications, journalism or related field
- Experience creating and managing corporate social media presence, content, and campaigns across current and emerging social platforms and company blogs
- Ability to produce graphics using Adobe Creative Suite software
- Ability to create simple social videos using social applications
- Proven social media analysis capabilities
- Digital advertising background
- Exceptional attention to detail and communication skills
- Team-oriented

**Note:** The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified, and they may change at any time.

PLEASE REPLY WITH RESUME.

Job Type: Full-time or Part-time