

SOCIAL MEDIA MANAGER (REMOTE)**JOB DETAILS**

As a Social Media Manager, you will initiate, develop, expand, design, implement, manage and extend social media presence across well-defined social media platforms. Your proven and ongoing ability to drive traffic to our various internet properties and social media sites is vital to your success. You will be measured by quantifiable results using industry standard analytical tools. Ideally, you will earn media attention and deliver performance without large ad spends and focus on long-term growth of our brand.

You must be a great storyteller, strong writer, experienced social media professional and self-motivated perfectionist. You must know how to drive engagement by creating high-quality original content; to manage others in creating relevant content for our brand; to engage influencers to promote our brand; to manage our community by responding to comments; and, to oversee a clear and convincing plan with measurable results across all social media platforms.

You must possess specific technical skills, as well, since you will be responsible for each specific social media implementation. Ideally, these skills include:

- Using Zoho Marketing Hub and/or ClickFunnels to create “journeys” for prospects and students
- Implementing video advertising on YouTube
- Using keyword planners (including Google Keyword Planner, Soovle, Jaxxy, Moz..)
- Enhancing our search results through SEO
- Tagging our courses and content on our various internet properties
- Using Google Analytics and other tools to measure social media performance
- Creating powerful and specific calls to action on a continual (and scheduled) basis
- Designing (or working with outsourced graphic designers) do create and deliver email campaigns
- Using Sendy (our email management tool) to communicate our
 - Free Streaming Course offers
 - TechBytes
 - Free Course Fridays
 - Webinars
 - Other media and client communications

Your role involves:

1. Defining social media goals and metrics for all our properties
2. Formulating high-quality, clever and novel written and visual content (including involving videos) for all social media campaigns
3. Establishing a clear calendar for social media campaigns
4. Building a social media presence by maintaining a solid online presence
5. Monitoring the company's brand on social media
6. Building brand awareness by engaging relevant influencers
7. Managing our online communities to ensure respectful and appropriate engagement
8. Responding to comments on each of our accounts
9. Overseeing customer service provided via social media
10. Analyzing data to determine whether social media campaigns have achieved their objectives

REQUIREMENTS

- ✓ A Bachelor's Degree or equivalent preferred
- ✓ 3+ years social media marketing experience
- ✓ Demonstrable expertise on developing social media strategies and plans
- ✓ Proven ability to build social media communities
- ✓ Understanding of graphic design principle.
- ✓ Experience as a brand manager on social media
- ✓ Ability to measure the success of campaigns.
- ✓ Self-motivated personality and ambitions to achieve
- ✓ Excellent written and verbal communication skills
- ✓ Outstanding organizational and time-management skills

COMPANY SUMMARY

We are on a mission to transform technologists into world-class experts and business people into tech savvy leaders. It's that simple!

We are a specialized training company that provides live and online education for technology companies, financial institutions, government agencies and many others around the world. Our target audience are professionals working inside these client organizations.

We offer free online courses and private customized courses. The free online courses are a means of developing relationships (and upsales) with large companies who have many users of on these free courses, and the various individuals who want to subscribe to our course library.

More about us is located at <http://www.starweaver.com> and on our learning management system at learning management system at <http://lms.starweaver.com>. You can also view some of our online courses at a third party sites, where we also syndicate our content (e.g., <https://www.udemy.com/u/paulsiegel2>).

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