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GIRVIN

GIRVIN, INC.

Job Description

POSITION: Social Media Specialist / Community Manager

REPORTS TO: Creative Director

QUALIFICATIONS:

- A minimum of 4-5 years' experience in social media strategy and client community management and client-focused activity.
- Degree in marketing, advertising, journalism, communications, public relations or other related discipline.
- Excellent knowledge and use of Facebook, Twitter, Instagram, YouTube, Snapchat, Pinterest, LinkedIn and other strategically relevant social media platforms. Proficiency with data reporting systems such as Simply Measured and Google Analytics. Knowledge and experience in using Microsoft Office programs.
- Experience in developing and managing the execution of creative and strategic programs with proven results growing engagement with consumers and conversation.
- Experience with the interpretation of social media related data, creating actionable insights from that data, and owning detailed social media metric reports.
- Experience working within the food and beverage industry including knowledge of food influencers and bloggers.
- Excellent written/verbal communication and copywriting skills.

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- Highly organized and articulate with the ability to multi-task under tight deadlines.
 - Ability to facilitate meetings and present ideas in a clear, effective manner, both internally and within the client setting.
 - Excellent project management skills; excellent time management skills; effective multi-project management and proactive decision-making.
 - Familiarity with working with design team(s) relative to photo art and video direction skills including coordinating and managing any necessary resources.
 - Experience creating social media content such as writing posts, tweets, articles, newsletters, blog posts, taking/identifying pictures and curating content. Willingness to work outside normal company work hours to meet social media needs, as necessary.
 - Enthusiasm for boosting awareness of and advocating the client brand on social networks, engaging with new prospects and growing the overall brand community.

JOB RESPONSIBILITIES:

Social Media Strategy and Community Management

- This position will be focused on working with GIRVIN's multiple external clients to provide social media strategy and community management.
- Develop and managing the execution of creative and strategic programs (posts, ads, campaigns, offers, contests) to effectively and efficiently support our clients' brands overall on each social media network, including a well-articulated approach for growing engagement with consumers and conversation.

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- Interpret client social media related data, create actionable insights from that data, and produce detailed social media metric reports to monitor both client and internal GIRVIN programs.
 - Proactive collaboration with the Creative Director, clients and others to ensure effective social media programs to meet client needs and expectations.
 - Lead and/or support GIRVIN team at client kickoff meetings. Present social media programs during client meetings.
 - Create and manage editorial calendars for various client communities curating content online.
 - Develop, manage and run ads, promotions, targeted social campaigns and boosted posts in all social channels. Analyze insights and analytics and track success to optimize client's ad budgets as well as expand social reach and impressions.
 - Conduct conversations with brand advocates and other people in social communities, in order to build visibility and credibility for the brand.
 - Foster new relationships in the brand social community as well as create relationships with people in different teams at GIRVIN.

General Girvin Responsibilities

- Stay up to date on emerging social media channels and develop ways to utilize them for GIRVIN clients.
- Assist in developing project proposals, schedules and budgets in coordination with Creative Director and design team/others as needed.
- Adhere to client and GIRVIN ethical standards relative to all writings and postings to social media.
- Understand and support overarching GIRVIN vision for ongoing and future growth particularly in Social Media spheres.

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- Collaborate and communicate clearly with the entire GIRVIN team.
 - Build strong client relationships and assist in seeking out new business development opportunities.
 - Other job-related duties as assigned by supervisor.