

**SmartTouch® Interactive –**  
**Social Media Specialist**

SmartTouch® Interactive is seeking a dynamic and highly-driven Social Media Specialist to become a part of our diverse team. If you are a talented, detail-oriented individual who is looking for a learning and growth opportunity at an Austin based agency, we'd love to meet you!

We are a lead gen digital marketing agency and lead-nurturing CRM/Marketing Automation solution provider. We work predominantly with residential home builders and developers, so your social media campaigns will help buyers to make one of the most important decisions of their lives. Buying a new home!

The **Social Media Specialist will** be responsible for brand development, implementing social media strategy, and reporting on both organic and paid social media campaigns. This includes creating and posting content, paid promotions, increasing engagement, visual design, and conversion strategy as dictated by a client's marketing agreement.

The **Social Media Specialist is** responsible for identifying target buyers and setting clear objectives for client social media campaigns to increase brand awareness, social media following, and high-quality lead generation within established budgets. Preparing performance data reports for clients is also a big part of this role. You'll be responsible for designated account performance and retention.

*This is an in-office position so applicants must be based in Austin or willing to commute.*

**Ideal Candidate will have:**

- College degree in marketing, advertising or related field
- 0-2 years of experience and working knowledge of the principles of Social Media Advertising and Google Analytics
- 1-3 years professional digital marketing experience
- Demonstrated creativity and implementation of social media campaigns
- Experience sourcing and managing content development and publishing
- Demonstrate winning Social Customer Service techniques
- Strong language, vocabulary and grammar skills
- Ability to go from the creative side of marketing to the analytical side, and demonstrate why the presented ideas are analytically sound
- Keen attention to detail and documentation
- Strong ability to manage multiple projects and moving parts

**Paid Social Media Advertising Responsibilities:**

- Create social media pages for clients when needed
- Create and oversee social media ad accounts to run paid advertising efforts
- Leverage and optimize social media ad campaigns utilizing pixel tracking, conversion tracking, demographic, behavior, interest targeting, and “look-a-like list” targeting
- Sit in on discovery or periodic client meetings to obtain, demographics and target market data for use in campaign targeting
- Build campaigns using paid social media management tools within established budgets

- Assist with optimizing landing pages for clients using established templates and provide enhancements to landing pages from data seen inside of campaigns
- Prepare data for monthly performance reports using ReportGarden, or other reporting software, including an executive summary and recommendations based on monthly performance
- Monitor the client's budget and provide budget data for monthly meetings

### **Organic Social Media Responsibilities:**

- Develop relevant content strategy to reach client's current followers and also reach client's target buyers
- Create, curate, and oversee all published content (written and multimedia)
- Monitor, listen, and respond to users using the social "voice" of the client's while helping generate leads
- Develop and expand community and/or influencer outreach efforts
- Oversee design of client social media profile elements (ex: cover photos, Facebook Story, Twitter theme, Instagram post style, etc.)
- Analyze key metrics and tweak strategy as needed
- Prepare data for monthly performance reports using ReportGarden, or other reporting software, including an executive summary and recommendations based on monthly performance

**SmartTouch® Interactive Culture:**

- We work hard and play hard – this is not a typical 9-6 opportunity.
- Passionate about sports, animals, and loud noises
- We would never be described as faint-of-heart
- We put our team members first – if one person is happy, we're all happy.
- Did we mention sports is life? (only for about half of the office)

\$36,000.00 – \$40,000.00 annual starting salary based on experience. Tremendous career growth potential for someone who is driven and wants to propel their social media marketing career!