



SOCIAL MEDIA SPECIALIST

Job Description:

Reed & Associates Marketing, Inc. (R&A) is growing, and we are looking for a talented marketing professional to support the Content & Brand department. The **Social Media Specialist** will be responsible for developing and implementing paid and organic social media content for the agency and its clients. We are looking for someone with experience in copywriting, branding and social networking with a mindset that is both analytical and creative.

To qualify, candidates must have experience developing content for business and implementing social media tactics, as well as possess superior organizational skills. Individual must also be able to HUSTLE!

Key Responsibilities:

- Write clear, concise and grammatically correct copy for social media, websites, media alerts and more
- Craft and build monthly social media content calendars
- Manage and publish multiple client social media accounts
- Develop social media advertising solutions for a number of clients nationwide
- Generate & execute brand awareness & direct response social media advertisements across a variety of industries
- Create and analyze marketing reports to monitor client objectives
- Provide guidance and assistance to Account Executives on social media strategy under the direction of supervisor
- Participate in group brainstorming sessions to generate innovative ideas for the agency and its clients
- Support efforts on various R&A passion projects and community initiatives
- Public Relations Support: copywriting, proofing, media list development and pitching

Desired Skills and Experience:

- 3+ years' experience in Marketing
- Bachelor's Degree in Marketing, Communications or Journalism
- Knowledgeable writer and editor familiar with current Associated Press Style
- Experience running paid social media campaigns through Facebook Ads Manager
- Experience in all current social media marketing including Facebook, Instagram, LinkedIn, Pinterest, etc.
- Familiar with WordPress
- Industry and technology savvy, staying on top of the latest trends
- Self-starter with team attitude; the ability to work independently, utilizing sound judgment & professionalism in a high demand environment
- Entry graphic design experience for enhanced content development is a plus

About Reed & Associates Marketing:

Started in 2008, Reed & Associates Marketing (R&A), headquartered in Norfolk, Va., is a national performance-based marketing agency that specializes in media planning and buying, social media, branding and creative services. We are a client-centric group of professionals focused on delivering results. With a healthy mix of seasoned advertising professionals coupled with young and emerging talent, the office environment lends itself to being one of openness, camaraderie and collaboration. The carefully-cultivated R&A team has completed work locally, regionally and nationally for more than 30 clients around the country. The company supports corporate social responsibility by fundraising, volunteering and partnering with various local and national non-profits. As a result of our commitment to philanthropy, R&A was named a recipient of a 2014 Corporate VOLUNTEER Excellence Award.

- For more information, please visit ReedandAssociatesMarketing.com.
- Qualified candidates, please apply to Jobs@ReedandAssociatesMarketing.com.