



## CONTENT | SOCIAL MEDIA SPECIALIST

Reed & Associates Marketing, Inc. (R&A) is seeking a talented marketing professional to further enhance our Content department. The **Content | Social Media Specialist** will be responsible for developing copy for social media, websites, advertising and more. We are looking for someone with strong experience in copywriting, branding and social media networks with a mindset that is both analytical and creative.

### Key Responsibilities:

- Expert on best practices and paid social media programs
- Develop and manage results-driven paid and organic social media advertising solutions for clients nationwide
- Spearhead the creation of social media roadmaps, outlining content pillars and strategy
- Manage in-house Social Media Specialist, overseeing the development and execution of all client social media content
- Provide guidance and assistance to Account Executives on social media strategy
- Write clear and concise copy for social media, websites, ads, television scripts and more
- Develop branding assets in collaboration with creative department, including brand briefs, taglines and mission statements
- Create and analyze performance reporting to monitor client objectives
- Participate in brainstorming sessions to generate innovative ideas for the agency and our clients
- Take an active role in client meetings and new business pitches

### Desired Skills and Experience:

- 5+ years' experience in Marketing
- Bachelor's Degree in Marketing, Media, Communications or Journalism
- Experience setting up and running paid social media campaigns through Facebook Ads Manager
- Experience in all social media marketing including Facebook, Instagram, LinkedIn, Pinterest, Next Door etc.
- Knowledgeable writer and editor familiar with current Associated Press Style
- Adaptable writing voice that can translate across multiple platforms and industries
- Brand development experience
- Advanced communication and interpersonal skills
- Ability to think creatively and innovatively
- Familiarity with the latest relevant trends, technologies and best practices
- Self-starter with team attitude; the ability to work independently, utilizing sound judgment and professionalism in a high demand environment
- Strong analytical skills and a data-driven mind-set
- Master of multitasking
- Proven leadership skills
- Emotional intelligence

### 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. [www.ReedandAssociatesMarketing.com](http://www.ReedandAssociatesMarketing.com)

Qualified candidates, please apply to [Jobs@ReedandAssociatesMarketing.com](mailto:Jobs@ReedandAssociatesMarketing.com)