



## **Social Media Accounts Specialist**

### Job Description

#### **Job Summary:**

The Social Media Account Manager will play a big role in the success of our clients by helping create social media posts, engage with the client's customers, and monitor the success of our clients. The Social Media Account Manager is responsible for planning, implementing and monitoring a company's Social Media strategy in order to increase brand awareness, improve marketing efforts and increase sales. A successful Social Media Account Manager will help by providing fresh ideas for social media content, be a strong copywriter, and enjoy the thrill of helping brands grow utilizing social media.

#### **Job Responsibilities:**

\*But Not Limited To...

- Develop, implement and manage the social media strategy for each account.
- Manage and own the relationship with each customer to provide an excellent customer experience and drive client satisfaction & retention.
- Execute the scheduling and posting of content on Social Media for clients.
- Write compelling, educational, and entertaining copy for social media posts and marketing material.
- Collaborate with graphic design & video teams to ensure content is on brand and in line with the client's goal.
- Monitor and engage with the client's audience on social media daily. (DM's, Messages, etc)
- Provide well thought out reporting to clients on a monthly basis.
- Develop fresh ideas for new content & strategies to grow client's social presence.
- Project manage additional graphic design projects for clients.
- Schedule photo and video shoots according to client needs.
- Actively learn about the vertical of each client.
- Actively learn about & stay on top of social media trends.
- Identify opportunities to engage with relevant posts/accounts based on clients' target audience in an effort to get them more awareness and exposure.
- Participate in engagement groups for clients as necessary.
- Attend photo video shoots occasionally to deepen relationships with clients and capture behind the scenes content.

#### **Experience, Knowledge and Abilities Required:**

- **Lover of social media!**
- Must be proficient in social media (Facebook, Instagram, LinkedIn, YouTube, etc.)
- Basic copywriting skills a must.

- Basic Design skills a plus (Photoshop).
- Basic photography skills a plus.
- Facebook Ads experience a plus.
- Social Pilot experience a plus.
- Experience in creating email blast/marketing (i.e. Mail Chimp, Constant Contact)
- Ability to manage multiple accounts/projects simultaneously while meeting deadlines
- Ability to work as a team player and discuss needs, challenges and ideas
- Ability to think ahead, anticipate needs and offer creative solutions
- Excellent written and verbal communication skills
- Working knowledge of Microsoft Office Suite
- Ability to learn new techniques and to stay up to date with the latest design trends
- Experience working with churches is a bonus but not required (we have many church clients)

#### A MAJOR PLUS+++

- Proficient with Adobe Creative Cloud Suite
  - Photoshop CC
  - Illustrator CC
- Experience with branding, print, and digital design
- Web Design
  - Experience with WordPress Platform
    - Themes, Plugins, Templates, etc.
  - Experience in Elementor or Divi Also a +

#### **Employee Attributes:**

- Life-giving attitude
- Driven to pursue excellence
- Creative mindset
- Out-of-the-box thinker
- Task-oriented
- High-capacity, multi-tasking individual who is comfortable working independently without constant supervision while also being able to work as a team player
- Strong written/oral communication and interpersonal skills

#### **Physical Demands:**

- Sitting for long periods of time
- Ability to lift upwards of 25 lbs.

#### **Other Requirements:**

- Must have reliable transportation to and from work
- Drug Testing:
  - Subject to a drug test upon initial employment
  - Subject to drug testing periodically

**Report To:** Chief Creative Executive

**Job Type:** Part-Time: 10-15HRS/Week | \$15/HR (Expanding to full-time in the coming months)

## **About Gova Creative:**

Gova Creative is a full-service marketing agency located in San Antonio, Texas. Established in 2019, Gova has quickly grown over the last 3 years with a reputation of delivering high-quality services with an extremely personal touch. We go out of our way to ensure our clients are happy with the services they receive.

Though Gova has only been around for 3 years, the people who make up Gova have many years of experience helping clients with their marketing needs from conception to final design. We use the latest technology from 12K & 6K cameras to the newest design software to help accomplish our clients' goals. We love taking on new challenges every day and dreaming with our clients, and working with them to make their vision come to life!

## **Gova Creative Staff Values:**

- Character Matters
- Honesty Is Priority
- Hard Work Is Key
- Ownership Is Crucial
- Details Are Important
- Growing Is Essential
- Kindness is Critical