

## **Social Media Marketing Analyst**

### **JOB SUMMARY:**

To develop the company's social media presence and brand online and through various social networking sites to increase internet sales volume and brand awareness.

### **JOB TYPE:**

Position could be appropriate for part-time work, unpaid internship, paid internship or full-time opportunity.

### **POSSIBLE FUNCTIONS:**

1. Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all brands and implements and manages social media programs
2. Experiment with new and alternative ways to leverage social media activities
3. Monitor trends in social media tools and appropriately apply that knowledge to increasing the use of social media
4. Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services
5. Measure the impact of social media on the overall marketing efforts
6. Attend seminars and keeps abreast of new developments in Web technology.

### **SUGGESTED EDUCATION, EXPERIENCE, AND SKILLS:**

1. Education: Two or four year degree in marketing, communications, or equivalent
2. Skills: strong internet and communication skills, ability to coordinate the various aspects of Web management to maximize social network sites' effectiveness as a marketing tool, and creative and personable

