

Social Media and Web Manager

Job Description

Job specification and responsibilities

We are looking for a dynamic, self-motivated individual with experience and skills in Website Management and E-commerce. The Social Media and Web Manager will be responsible to develop, maintain, and update the organization website, including production of web content, in a manner that is appealing to targeted audience, developing brand awareness, generating inbound traffic and encouraging product adoption. The Social Media and Web Manager will be responsible for writing, editing, and proofreading site content under the supervision of the CEO of the company. We would like to improve our visibility through the development of promotional campaigns, online marketing and website design using social media and the company website. Our aim is to find a competent candidate who will provide useful know-how towards this goal. In addition to maintaining and updating our website, the candidate will be required to manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.

The Social Media and Web Manager will be responsible for implementing the social media strategy, coordinating with team members to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services.

The Social Media and Web Manager will stay up to date with emerging web technologies through relevant blogs, review and events.

Required skills

- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships.
- Familiar with a variety of the field's concepts, practices, and procedures.
- Require a strong attention to detail and ability to work under tight deadlines.
- Strong project management or organizational skills.
- Excellent writing skills.
- Advanced knowledge with MS Office, HTML, JavaScript, WordPress, Adobe Photoshop.



Social Business Earth

- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, YouTube, Twitter, Flickr, etc.) and how they can be deployed in different scenarios.
- Knowledge of blogging ecosystem relevant to the company's field.
- Public relations, Marketing, Sales, Community Management experience is a plus.
- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in Social Media. (Give links to profiles as examples).
- Proficient in content marketing theory and application. Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Exceeds at building and maintaining sales relationships, online and off.
- Is a Team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).
- Maintains a working knowledge of principles of SEO including keyword research. Highly knowledgeable in the principles of "Search and Social".
- Possesses functional knowledge and/or personal experience with WordPress.
- Is fluent in English.
- Knowledge of one of the following languages is preferable: Italian, German, French.

Education and Experience

B.S. or M.S. in Computer Science, Computer Information Systems, Software Engineering, Marketing or related field is preferred.

Experience in planning strategies and implementing campaigns to improve company visibility. Previous experience in similar position is a plus.

Any equivalent combination of training and experience.