



## JOB DESCRIPTION- Social Media Specialist

<b>Job Title:</b>	Social Media Specialist	<b>Job Category:</b>	
<b>Department/Group:</b>	Marketing	<b>Reports To:</b>	Digital Marketing Manager
<b>Location:</b>	Cincinnati	<b>Travel Required:</b>	Regional
<b>Level/Salary Range:</b>	TBD	<b>Position Type:</b>	Full Time
<b>HR Contact:</b>	Tim Johnson	<b>Date posted:</b>	N/A
<b>Will Train Applicant(s):</b>	No	<b>Posting Expires:</b>	N/A
<b>Incentive Eligible:</b>			
<b>Hours:</b>	Monday – Friday 8:00am – 5:00pm		
<b>Applications Accepted By:</b>			
<b>Fax or E-mail:</b> (513) 621-0549 or <a href="mailto:tjohnson@cbtcompany.com">tjohnson@cbtcompany.com</a> <b>Attention:</b> HR Department		<b>Mail:</b> <b>CBT</b> Tim Johnson – Director of Human Resources 737 West Sixth Street Cincinnati, OH 45203	
<b>Job Description</b>			
<p><b>Position Overview:</b>          The social media specialist will lead CBT’s social media effort. He/She will research and identify opportunities to use social media to educate our customers and to build CBT’s brand as a solutions provider. This role will aid in the research and creation of content for CBT’s blog, the Solutions Warehouse, and will work closely with the Digital Marketing Manager to develop and execute CBT’s digital content calendar. As part of a small Marketing team, this person will also help advance CBT’s marketing initiatives through the planning and execution of internal and external events and other duties as assigned.</p> <p><b>Direct Reports:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Create, develop, and manage social media content that engages, builds, and improves relationships with customers</li> <li>• Develop and maintain a content calendar to plan website, blog, and social media posts</li> <li>• Research, write, and edit posts for CBT’s blog</li> <li>• Write and edit posts for CBT’s social media pages (LinkedIn, Google +, Twitter)</li> <li>• Monitor impact of social media campaigns and adjust as necessary</li> <li>• Use Google Analytics and other tools to measure the success of digital marketing strategies</li> <li>• Research, compile, and edit vendor content for CBT’s website</li> <li>• Help create landing pages to support marketing campaigns</li> <li>• Help develop, write, and edit email campaigns</li> <li>• Help plan and execute marketing events</li> <li>• Keep current on latest web and social media trends through continuous training</li> </ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• One to two years’ experience preferred</li> </ul> <p><b>Education:</b></p> <ul style="list-style-type: none"> <li>• Bachelor’s degree in Communications, Public Relations, Journalism, Marketing or related field is required</li> </ul>			



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**Critical skills:**

- Exceptional communication and organizational skills
- Great writer and editor, with a command for brand voice
- Knowledge of AP Style
- Strong collaboration skills
- Ability to manage multiple projects in a deadline-driven environment
- In-depth knowledge and understanding of social media platforms and their respective participants
- Experience with content management systems, WordPress experience preferred
- Knowledge of social media management tools like Hootsuite
- Design experience (Adobe Creative Suite) a big plus, but not necessary

**Additional Responsibilities:**

- As assigned

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	