



Hiring: *Social Media Specialist*

We're looking for a thoughtful and driven Social Media Specialist—someone with a passion for understanding and capitalizing on the latest social trends, tools and technologies.

If you want to help our clients communicate at the highest possible level, work with and learn from doggedly hard-working people, and you care deeply about the work you do, we have a place for you.

As our Social Media Specialist, you will help create social strategies to engage a range of audiences with artful, shareable, platform-specific content. You will also implement internal social collaboration across our clients' operations. And, if you happen to be a sociable soul who is just as good in person as you are behind the keyboard, even better.

What you'll do:

- Conceptualize, build, execute and iterate social media strategies
- Manage content planning, from thought leadership to social media themes and calendars
- Generate, edit, publish and share daily short-form and long-form content in text, image, and video formats on various platforms, including Twitter, Facebook, Instagram, Medium and LinkedIn
- Consistently monitor all social media channels to communicate, interact and engage with various audiences
- Encourage loyalty and foster conversation with potential customers and advocates
- Use social media, web analytics and measurement tools to gain insights and make strategic adjustments to content planning and production
- Collaborate with other team members and participate in the planning and execution of digital media projects, including website content creation, email marketing and online advertising
- Conduct audits and produce recommendations to ensure objectives are met
- Work with the design team to create compelling and meaningful visuals
- Stay informed on the latest social media trends and tools
- Work with clients and provide strategic advice and consultation on all things social media
- Help us build the Stiff brand and support our role as thought leaders in digital and social marketing

What you need:

- Bachelor's degree in communications, journalism, marketing, advertising or a related field, or equivalent experience
- Excellent written and oral communication skills
- Minimum three years' experience using Twitter, Facebook and Instagram to achieve business objectives
- Minimum three years' experience using social media marketing tools and platforms to build and launch integrated digital campaigns
- Experience working in a fast-paced and deadline driven environment
- Detail oriented approach, with a demonstrated history of accuracy, quality and thoroughness
- Advanced knowledge of social media best practices
- Expert understanding of current SEO best practices
- Comfort with WordPress and familiarity with basic HTML
- Ability to manage several simultaneous projects
- A firm grasp of graphic design and multimedia best practices
- Agency experience is a plus, a can-do attitude is essential

Sound like you? Get in touch at get@stiff.ca
and tell us why you'd be a great fit. Be detailed. Be compelling.