



Social Media Manager

Job Title: Social Media Manager

Job Type: Part Time, Employee

Location: Vista, CA

Education Level: Bachelor's Degree

Career Level: 1-2 Years of Experience

Function: GoBeRewarded is seeking a Social Media Manager to work at our office in Vista, CA. The role is responsible for creating and implementing social media strategy for our small business clients in North County San Diego. This position is expected to advance GoBeRewarded's ability to generate results for our clients by improving upon existing processes and documentation for more effective social media campaigns. Small business clients include restaurants, retail shops, service providers and more.

Reports to: Owner

Essential Duties and Responsibilities: Duties include the following (and other related duties as assigned)

The Social Media Manager will be required create strategy and content for a variety of clients' marketing on social media platforms, primarily Facebook and Instagram. This position will be responsible for monitoring, responding to, and engaging with customers on each platform. The Social Media Manager will be creating promotions and paid ads with clear objectives in mind on both platforms through Facebook's Ad Manager.

Required Skills:

- Creative and willing to come up with new ideas and solutions to achieve goals
- Understanding of basic marketing principles such as target audiences, calls-to-action and the buying process
- Ability to interpret data and make decisions based upon data
- Familiarity with Facebook, Instagram, YouTube, and Vimeo

Qualities You Should Have:

- Self-motivated and committed to creating content that promotes local small businesses and engages consumers
- Ability to work independently with limited supervision
- Ability to balance working on simultaneous projects with many clients
- Commitment to quality on all tasks
- Excellent taste in terms of design
- Ability to budget time and adhere to deadlines
- Excellent written and communication skills
- Open to learning and dedicated to improving
- Ability to keep detailed, organized filing structures

Technical Specifications:

- Knowledge of capabilities of social media business pages including Facebook Business Manager and Facebook Ad Manager
- Proficient with Microsoft Word and Excel
- Experience using software, apps, and/or web based programs to create content for social media
- Willingness to learn basic camera skills to shoot live stream video content with professional equipment
- Responsible for improving social media marketing processes and efficiency over time

Physical and Environmental Conditions:

You will be required to use a computer and have a working knowledge of data entry functions necessary for this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Qualifications and Experience:

Minimum of Bachelor's in Communications, Marketing, Business plus 1-2 years of experience. Graphic design or photography experience preferred.

How to Apply:

Apply online at <http://www.goberewarded.com/careers>. We look forward to hearing from you and thank you for your interest in GoBeRewarded.