

“Social Media Specialist” Job Description & Requirements

Malibu based creative marketing agency Vivid Candi (www.vividcandi.com) is seeking someone who loves all things SOCIAL MEDIA, is experienced with social media for brands and wants to work remotely with a flexible schedule. Our agency focuses mostly on restaurants, hotels and tourism and occasionally does work for other industries too. .

Job Description:

- Instagram ~ design IG grids, IG posts, IG stories, IG reels and more with cohesive branding and on brand aesthetics for a variety of clients. Also write captions and handle engagement.
- TikTok ~ design creative posts, write captions and handle engagement.
- Facebook ~ design post and execute. Handle engagement.
- Other Platforms ~ stay agile and be able to jump into new platforms as well as Pinterest, LinkedIn, Snapchat and more.
- Work on follower growth and execute growth strategies.
- Strategize new social media campaigns and initiatives.
- Stay on top of the latest social media trends and technologies, learn them and deploy them and even share what you learn with the team.
- Attend weekly internal marketing meetings via Zoom.
- Attend client meetings via Zoom and/or In Person (when possible) and have the ability to brainstorm and pitch strategic social media marketing ideas at those meetings.
- Track social media marketing KPI's and report them to clients.

Job Requirements:

- 2+ years experience with social media for brands using Instagram, Facebook, TikTok and other platforms.
- Design ~ be experienced with Canva and/or Photoshop and know how to use them for creating the most creative posts for our clients.
- UGC (User generated content) ~ big plus if you can help us do mobile first photography and videography occasionally for nearby clients.
- Highly self organized and self disciplined.. Organization is efficiency and that is a key for success at our agency.
- Great team player and has fun doing the work and is passionate about it. Be open to team hikes, team dining, team trips and more over time.

COMPENSATION:

TBD \$20-25/hr based on experience and skill