

## ***Job Title: Social Media Marketing Specialist***

We are looking for natural a conversationalist who is passionate about brands, marketing, and the digital space. The ideal candidate will either be a sharp recent graduate who has used social media (Facebook, Twitter, YouTube, etc.) professionally or personally and has amazing energy and writing skills or they will be a seasoned marketer with directly applicable experience producing social media campaigns/strategies.

Schmoozers Wanted! A friendly, sociable personality is a must in this highly visible position!

### ***Job Duties:***

- Monitor and participate daily on industry-specific forums to generate positive brand awareness and sales.
- Manage all off-site brand management through the use of industry-specific forums and social media venues (Facebook, Twitter, YouTube, etc.)
- Must be comfortable being the voice of the consumer and company spokesperson in social communities (Facebook, Twitter, YouTube, etc.)
- Interact with our customer base via the various social media venues to make them feel comfortable and valued as a customer.
- Stay up to date on new social media tools, best practices and how other organizations and companies are using them, so that the company can continue to be an early adopter of these technologies; be the social media thought leader within the organization
- Be the voice of the company on all social media venues (Facebook, Twitter, YouTube, etc.) and industry-specific forums.
- Write, edit, proof, and coordinate the creation of: blog posts, contests, newsletters, etc.
- Post and promote interactive content that encourages participation and the development of member-generated content to ensure that the community is actively engaged and meeting objectives.

### ***Requirements:***

- Degree in English, Marketing, Advertising, Digital Media, Journalism or similar preferred but not required.

- 2-5 years' experience business to consumer marketing preferably in the retail market space with at least 1 years of dedicated experience in the Social Media and Mobile Marketing space
- Active engagement in today's social media trends strongly preferred with existing knowledge of the social media space (Facebook, Twitter, MySpace, YouTube, etc.)
- Excellent customer relation skills. Must be able to schmooze with our customer base.
- Friendly, sociable personalities are a must!
- Able to work independently while in tight coordination with a team
- A wide degree of creativity and latitude is expected.
- Basic knowledge of HTML and/or FBML (preferred, not required)
- Excellent communication (including verbal and written), organizational, and project management skills.
- Professionalism and Tenacity: this is a key position with very high visibility in the organization and with our customers. Must be dedicated and driven by results.

***To Apply:***

- Please email Dan Gerrell at [dgerrell@kellycodetectors.com](mailto:dgerrell@kellycodetectors.com)