

POSTING DATE: October 25, 2013
JOB#: 90-13
JOB TITLE: Social Media Strategist
COMPANY: Hubbard Radio, Website/Internet
SCHEDULE: Monday-Friday, 8:30 am-5:30 pm + other times as required
STATUS: Full Time, Salaried



QUALIFICATIONS:

- Experience in advertising, public affairs, and online marketing
- Strong analytical, planning, forecasting and research skills
- Excellent communication and writing skills
- Great customer service skills
- Knowledge and understanding of technology, web, and latest social media trends
- Proven passion and demonstrated ability for all social media tools including but not limited to Facebook, Twitter, Blogs, Widgets, YouTube, RSS, etc.
- Ability to work independently as well as an effective team player
- Ability to work remotely at times
- Reliable transportation, must have a valid driver's license, and a safe driving history as determined by the Company (driving record will be checked)

DUTIES:

- Independently develop, execute and maintain social media strategies for assigned clients
- Create and maintain social media content calendars and posting schedules for assigned client
- Interact on social networking platforms on client's behalf
- Conduct, gather and analyze market research to determine social media opportunities
- Develop benchmark criteria to measure the effectiveness of social media programs and implement improvements as needed
- Work in a team environment with Director of Digital Media, Social Media Manager, and entire web department to interpret and capitalize on social media trends

PHYSICAL REQUIREMENTS:

Must be able to perform the essential functions of the job. The Company will make reasonable physical accommodations to facilitate the ability to perform essential job functions.

APPLY TO:

HUMAN RESOURCES DEPARTMENT
Job# 90-13
3415 University Ave
St Paul, MN 55114
Fax: (651) 642-4314
Email: apply@hbi.com
No Telephone Calls Please
AN EQUAL OPPORTUNITY EMPLOYER