

Social Media Marketing Specialist

Location: Denver CO – Downtown – In-Office

We are seeking a talented and creative Social Media Specialist to join our dynamic marketing team. As a Social Media Specialist, you will be responsible for developing and implementing social media strategies to enhance our clients' online presence and achieve their marketing objectives.

Essential Duties and Responsibilities

- This role will collaborate closely with the Content Marketing Manager and Art Director for campaign strategy and graphics for content calendars.
- Actively participate in all team & department meetings to drive team success.
- Strategy Development: Research, create, and execute innovative social media strategies aligned with clients' goals and brand identities.
- Content Creation: Generate engaging content across various social media platforms (Facebook, Instagram, LinkedIn, Reddit, YouTube, TikTok, etc.) including graphics, videos, and written content.
- Community Engagement: Foster and maintain active engagement with audiences, responding to comments, messages, and inquiries in a timely and professional manner.
- Analytics and Reporting: Monitor and analyze social media metrics and performance using analytical tools to optimize strategies and report on key insights and recommendations to clients.
- Campaign Management: Partner with the Paid Media Specialist to plan social media campaigns, including paid advertisements, contests, influencer partnerships, etc.
- Use LinkedIn Sales Navigator to create detailed personas, build prospect lists, create introductory scripts, generate connections, and initiate engagement
- Stay Updated: Keep abreast of the latest trends, tools, and best practices in social media marketing, implementing new strategies as appropriate.

Send Resume and cover-letter to:
Real FiG Advertising + Marketing
Zachary Rischitelli
<https://www.figadvertising.com/about/careers>

Qualifications:

- Proven experience (2+ years) as a Social Media Specialist or similar role in a marketing agency.
- Verifiable examples of digital marketing successes and wins.
- Have a strong understanding of social platforms including but not limited to Facebook, LinkedIn, YouTube, Instagram, etc.
- Proficiency in analytics tools to measure performance and derive insights (e.g., Facebook Pixel, Google Analytics, social media analytics platforms).
- Ability to develop campaigns tailored to clients' individual markets.
- Able to work under a tight deadline and be able to handle multiple projects at any given time.
- Excellent professional interpersonal, written, and verbal communication skills.
- Strong organizational skills and attention to detail.

Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, or related field.
- Certification in social media marketing or related areas.

Compensation:

- \$48,000 to \$60,000 annually based on experience

Benefits:

- Retirement account with match
- Health and dental insurance
- Unlimited PTO
- Wellness benefits

Company Overview

Real FiG Advertising and Marketing is an established, award-winning, full-service marketing agency, specializing in generating inbound leads for our clients using digital and traditional marketing avenues. We think that every business communications piece should look its best, but looks mean nothing without strategy and ROI. Helping clients better connect with their customers is what we do.

Company Values

- Integrity
- Ethical treatment of clients, vendors, and employees
- Creativity tempered with strategy
- Consistent and open communication with clients

Company Culture

- We're all in this together
- Pride in quality work and client results
- Always Learning and Improving
- Diligence
- Team happy hours and activities