



Social Media Specialist CONFIDENTIAL JOB DESCRIPTION

Meredith Communications is seeking a Social Media Specialist to manage our clients' social media marketing. Duties include gathering client content, writing social media posts, and managing paid ad campaigns.

Position Type: Ongoing position. Available immediately. Contract work.

Location: Remote.

Estimated hours per month: 40 – 50. Most of the work falls on the last week of the month. Deadlines will be provided.

Job Details:

1. Facebook Post Creation & Management

- Request, coordinate and collect written, photo and video content from clients for social media posts via email and/or phone meeting (whatever is preferred by the client).
- If content is not provided by client, coordinate with Meredith and research content from client's website and other local websites that are relevant to the client.
- Maintain a library of visual content (i.e. photos and videos) for each client to be used in social media posts.
- Download stock photos when necessary from Meredith Communications stock photo library.
- Basic image editing skills including cropping, resizing, adding filters, image enhancement and adding client logo to image.
- Prepare a word document (or Google Doc/Sheet) per client with the contracted number of written posts (typically between 8 – 12 posts per month) and coordinating image(s) for the following month for client review.
- Make requested edits to posts and upon final approval, load and schedule the Facebook posts for the month with image(s) and links.
- In addition to pre-approved posts, post ad hoc content as client submits throughout the month.
- Review client results and advise on new opportunities/refine current strategy.
- Utilize Slack to communicate with the Meredith Communications team and ClickUp to report on assigned tasks.



2. Facebook Ad Creation & Management (Willing To Teach If Candidate Has Extensive New Home Sales & Marketing Experience)

- Request and confirm the topics/focus of the paid Facebook Ad campaigns and budget for the following month from client and/or Meredith (most clients are contracted for up to 5 ad campaigns per month).
- Write copy and load images/video to create Facebook Ads using either Facebook Ad Manager and/or Meredith Communications' AdEspresso account.
- Create retargeting Facebook ads and custom audiences.
- Maintain a library of visual content (i.e. photos and videos) for each client to be used in social media posts.
- Basic image editing skills including cropping, resizing, adding filters, image enhancement and adding client logo to image.
- Download stock photos when necessary from Meredith Communications stock photo library.
- Upon approval, publish Facebook Ads.
- Analyze social media data/metrics, insights, and best practices.
- Review client results and advise on new opportunities/refine current strategy.
- Utilize Slack to communicate with the Meredith Communications team and ClickUp to report on assigned tasks.

Skills & Expertise:

- Advanced copy writing skills, strong verbal, and written communication skills required.
- Home building or residential real estate marketing background required.
- Facebook marketing experience managing Facebook pages, writing engaging posts, and creating content that is focused on selling new construction homes required.
- Understanding of new home sales strategies and marketing promotions preferred.
- Creative marketing and campaign strategy ideation.
- Basic image editing and enhancement with tools like Canva or Photoshop a plus.
- Facebook Ad Manager and/or Ad Espresso experience creating Facebook Ads, Target Audiences, Custom Audiences, and Retargeting Audiences a plus.
- Strong attention to detail. Self-motivated, proactive, and ability to work independently required.
- Team oriented, collaborative and creative proactive problem solving required.



- Customer focused and strong desire to create a positive client experience required.
- Client development and new business generation welcomed.

Tools:

- Facebook Business Manager
- Facebook Page Manager
- Facebook Ad Manager
- Facebook Insights Report
- AdEspresso
- ClickUp
- Slack
- Google Doc/Sheets
- Microsoft Word/Excel
- Google Analytics
- Dropbox
- SnagIt (or image editor of choice)
- Zoom
- DashThis Client Reports (we create and maintain these for you – you would review and be familiar with results for strategy advice)
- Canva

Job Requirements

- Check Slack, email, voicemail and/or ClickUp daily for new tasks and client communication.
- Respond same day or at the latest next day to communication in Slack, email, voicemail and/or Clickup.
- Reach out to clients (email or phone call) to discuss content creation and coordinate content by the 20th of the month for the following month.
- Prepare the following month's Facebook posts and Facebook Ads for Meredith's review by the 20 - 25th of the month.
- Send to clients (after edits and approval from Meredith) by the 25th - 28th of the month.
Load, schedule and publish the following month's posts by the 31st – 3rd of the month.
- Check Facebook notifications daily for errors or negative comments, reactions, mentions. Alert Meredith and client immediately.
- Advise Meredith and client of new Facebook strategies as needed upon reviewing results.
- Document client notes and ask questions of MC team members via Slack and document task progress and management in ClickUp.
- Be available for training and meetings via Zoom with Meredith as needed.