

**PRELIMINARY TASK LIST FOR SOCIAL MEDIA MARKETING POSITION**

Object 9 is seeking a Social Media Community Manager and SEM/SEO Specialist to support both internal and external clients. Candidates will have experience driving brand engagement, and operating search engine marketing and optimization.

Object 9 has clients in multiple industries including consumer-packaged goods, insurance, technology, finance and agriculture. Understanding the social media landscape so that activities for each client are focused on the social communities that align with their business objectives will be critical to long-term success in this role. Furthermore, understanding how social and search engine activities fit into a complete multi-channel marketing approach will be an important and ongoing responsibility.

In addition to supporting our clients, the person in this role will use social media to assist in the growth of Object 9 and its principals. Developing content that grows Object 9's brand and "managing up" to ensure executives actively participate in the content development process are key expectations.

Other requirements of the role to include:

- Create and maintain content and activity calendars
- Manage communities through both paid and organic strategies
- Research and create strategically aligned content for managed communities
- Create and communicate innovative campaign strategies
- Present to internal and external clients on social and search engine strategies
- Track and present analytics reports associated with community management and paid campaigns
- Stay up-to-date on trends in SEM/social media and communicate their impact to both our team and our clients (i.e. be a Subject Matter Expert)
- Work closely with partners in related disciplines (e.g. Design, Web Development) to ensure consistency in multi-channel campaigns
- Identify search engine marketing opportunities based on competitive research, industry data/trends and key performance metrics.



- Keyword testing/selection, ad copy, landing page evaluations and optimizations.
- Manage optimization strategy, link-building, content development, etc.
- Manage implementations of SEO recommendations
- Writes narratives to influence peers and senior management

Required Qualifications:

- 1-3 years' online marketing/SEO experience, specifically in applied analytics, managing client search marketing and relationships, and furthermore, Google Display Network (GDN)
- Bachelor's degree in Business, Marketing, or Communications (Desired)
- Track record of building brands and increasing search ability through search products
- Direct experience in interactive marketing and media strategy, campaign planning/management
- Experience with web analytics tools and web technology implementation
- Experience in presenting to senior leadership
- Analytics and reporting background
- Demonstrated ability to be a driver of change/risk taker
- Familiarity with small and medium size businesses, local digital advertising, trends
- Solid business acumen with knowledge of marketing, sales, development processes
- Ability to partner with and influence cross-functional teams
- Ability to prioritize and complete numerous deliverables as requested
- Strong organizational skills with attention to detail
- Proficient in Microsoft Office and online tools (i.e. Moz, HootSuite, Sprout Social, Google Analytics)
- *Humble, intellectually curious and highly collaborative*