

**Title: Social Media Specialist**  
**Reports to: Social Media Manager**  
**Department: Marketing**  
**Classification: Non-Exempt**

---

### **Position Summary:**

The ideal candidate will be able to thrive in a fast-paced environment and bring a strong understanding of social media and customer service skills to the job. This full-time, on-site position involves helping to manage, expand, and engage with our vibrant and growing Willing Beauty and willa online communities, and working collaboratively with the Marketing, Product Development and Creative teams on all campaigns.

### **Responsibilities**

*(These responsibilities must be able to be performed with or without reasonable accommodations)*

- Support a monthly content strategy, delivered by the Social Media and Brand Manager's. Help define what communication would be suitable for each social media channel.
- Extensive knowledge of social media platforms such as Facebook, Twitter, Instagram, YouTube, Pinterest, etc.
- Support engaging social media promotions and campaigns by sharing ideas and best practices.
- Stay on top of global social media trends, trends within the online community and new developments within the social media industry.
- Professionalism and eventually a thorough knowledge of the Origami Owl Family of Brands brand voice, which includes Origami Owl, Willing Beauty, willa.
- Assist with building a growing social community of Willing Beauty followers. Also, support current willa social channels while helping to grow this current community of teen followers.
- Experience in providing excellent customer service to consumers, as you are the conduit between the brand and the public.
- Basic understanding of social media reporting & analytics. Assist with providing a weekly analytics report to the Marketing department.
- Support with various Marketing projects and at times taking ownership and delivering results in a timely manner.

### **Position Requirements**

- 4-year Bachelor's degree preferred in Marketing or Communications.
- 2 years of experience monitoring social media channels for a Major Consumer Brand.
- Experience with social media networks and reporting tools.



## JOB DESCRIPTION

- Excellent verbal and written communications skills, a must.
- Extremely organized, detail-oriented, self starter and reliable. Able to adapt in a constantly changing, fast-paced environment.
- Excellent problem solving capabilities.
- Willingness and ability to work evenings, weekends, and holidays as needed.
- For Origami Owl employees, must have been employed with Origami Owl for 1 year or more.
- For Origami Owl employees, must be well versed in Origami Owl brand voice.
- WordPress knowledge a plus.
- Very familiar with the tools of communication, from forums to blogs, to the main social channels, and a strong understanding of the language and jargon used within that community.

*This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.*

*Origami Owl is an Equal Opportunity Employer*