

# Part-Time Social Media

## Overview:

We are a progressive wellness practice dedicated to meeting the ever-changing needs of patients to help guide them through an often confusing mix of traditional and alternative medicine treatments. We focus on innovative and natural treatments that are safe, help reestablish function, boost nutritional status, enhance immune function and help the body heal itself.

Founded in 2008, our practice has offices in 3 states, but a patient base from all over the world. Our founder is a pioneer in the industry with a global reputation as an international thought leader on preventative health.

The Social Media & PR Specialist will grow our online reputation and presence, build our digital global brand, attract and interact with targeted virtual communities and patients, and coordinate our public relations efforts.

## Goals & Objectives:

The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

You will have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and “soft selling” our products and services by providing support to current and prospective patients and customers.

## Responsibilities:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company’s social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication and public relations schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

- Collaborate with other offices and functions (clinical, customer relations, sales, etc.) to manage reputation, identify key events/promotions and coordinate actions

**Requirements:**

- Proven working experience in social media marketing or as a Digital Media & PR Specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Self-starter with a positive attitude that takes the initiative
- Detail and customer oriented with good multi-tasking and organizational ability
- Fluency in English
- BS in Communications, Marketing, Business, New Media or Public Relations
- Flex time
- Work in the office and remote as agreed upon