

POSITION TITLE: Social Media Specialist

MANAGER'S POSITION: CEO

RESULT STATEMENT: The Social Media Specialist helps make sure The Art of Applying represents its brand in a high-quality consistent way on Facebook and Instagram so that we can generate more leads and work with more ideal clients.

WORK LISTING:

- Strategic Work:**
1. Serve as the primary point person and team expert on Facebook and Instagram.
 2. Investigate, learn, and then document company policies, best practices, and procedures related to Facebook and Instagram social media marketing.
 3. Recommend to the CEO improved policies, procedures, and systems to help the business' social media marketing and advertising efforts run more smoothly and efficiently.
 4. Once trained, take the lead in proposing, planning, creating, maintaining and updating Facebook and Instagram ad campaigns.
 5. Provide information and assistance related to marketing and advertising to other company employees.
- Tactical Work:**
1. Check company Facebook and Instagram inbox daily and respond to messages.
 2. Monitor and moderate comments on Facebook and Instagram ads.
 3. Consistently engage with members in the following company Facebook groups: Applying to Ivy League Graduate Schools, Application Incubator, Application Accelerator, Application Momentum, and Alumni of the Application Accelerator.
 4. Welcome new members in the Applying to Ivy League Graduate Schools Facebook group each week.

5. Research and recommend trainings for Facebook and Instagram, and then complete the trainings that CEO agrees are most impactful.
6. Monitor performance of ad campaigns using company spreadsheets.
7. Work with Executive Assistant to create tracking sheets and dashboards to track performance of ad campaigns.
8. Conduct organic outreach to potential clients on Facebook, LinkedIn and Instagram using methods such as “triage by chat.”

STANDARDS:

Position-Specific Standards

1. Work a consistent schedule of 40 hours each week.
2. Respond to Facebook, LinkedIn, Twitter and Instagram inbox messages each work day. No message should go unresponded to for over 1 business day.
3. Monitor and moderate comments on Facebook, LinkedIn and Instagram ads or posts each work day. No comment that needs moderation should go unprocessed for over 1 business day.
4. Post at least three engagement posts per week in each of the company Facebook groups.
5. Post at least one tweet per week promoting our blog post of the week.
6. Post one Youtube video per week. It could be original content such as a recap of the week or existing content such as a testimonial video from one of our clients.
7. Kaneisha will post on LinkedIn at least once per week. Make sure that she is posting original content on LinkedIn at least once per week.
8. Post welcome message in “Applying to Ivy League Graduate Schools” Facebook group each Monday by 1 pm local time.
9. Let your Manager know within two business days if you begin a training or task and believe that it is not impactful or a valuable use of company resources.
10. Update ad campaign tracking sheets each business day by 10 am.
11. Initiate at least 20 “triage by chat” conversations per work day on LinkedIn and Facebook using Kaneisha’s account.
12. Respond to chat messages from clients within 1 business day of receiving the chat message.

13. Proactively alert your Manager if and when you are overloaded with tasks or projects that exceed your allotted work hours or exceed your ability to perform excellently on, so that you can prioritize and focus on the most important projects to company success.
14. Respond professionally at all times and ensure that the company is well represented.

Company-wide Standards:

1. All work will be performed in accordance with all government laws, regulations, ordinances, and court rulings in those jurisdictions in which the company operates.
2. All work will be performed according to company policies and standards, in the spirit of the company's strategic objective.
3. All work will be orchestrated and quantified when appropriate.
4. All routine work will be documented in the online operations manual. The information included in the operations manual is proprietary.
5. All client and proprietary company information will be held as strictly confidential.
6. All telephone calls, both internal and external, will be returned within two hours whenever possible, and within one business day at the latest.
7. Immediate manager will be notified of any issues that can not be resolved, or deadlines that can not be met, within a reasonable time frame, and before the deadline has arrived.
8. All innovation will be quantified, tested, and improved, then documented for routine implementation (i.e. well orchestrated once proven).
9. Problems with any system must be brought to the attention of manager in an exception report so the system can be improved, within the structure of the operations manual.
10. All Policy memoranda indicating changes in policy and/or procedure will be stored in the online operations manual, until the time an updated procedure is provided.
11. Team members will provide staff assistance as requested; each team member may be asked from time to time to cover other areas of accountability and/or departments.
12. Team members will respect each other's time, space, and need for concentration. Socializing and interruptions must not impede workflow.
13. Team members will have weekly, regularly scheduled meetings with their manager.
14. Team members are encouraged to recommend ideas for the improvement of their department and position that are consistent with the company's Strategic Objective.
15. Show up to work well rested, enthusiastic, and positive each day.

DISCLOSURE:

The Art of Applying® does not intend this Position Statement to constitute or be an offer of an employment contract, express or implied. The Art of Applying® may change this Position Statement at any time. The Position-holder understands that their position is as an independent contractor and either party may terminate the contractor relationship at any time, with or without cause, with or without notice.