



# JOB DESCRIPTION

## Social Media Strategist

**Full Time | Remote | Company based in Ashland, KY**

Tech Touch Marketing is a digital marketing agency that serves clients around the world. Our services cater to small to mid-sized businesses, and we are passionate about collaborating with brands that challenge the norms in their industries. Whether it's optimizing search engines, creating content, running paid ads, or executing email campaigns, we bring our adaptability and human-centric approach to every client engagement. Companies choose us for our commitment to building relationships and placing people at the heart of our work.

Our company has experienced significant growth over the last couple of years, and we are now in search of a highly talented and creative social media strategist who is self-directed and can work independently. We are also looking forward to welcoming someone new to our team who can bring even more excitement and energy to our daily internal conversations.

### **What your day-to-day will look like:**

- As the designated social media expert on our team, your role will involve developing and overseeing social media strategies for 15-20 clients. This will



require you to analyze each client's unique needs and goals and provide customized recommendations accordingly.

- Writing all captions, providing design guidance to designers for social media imagery, as well as optimizing and scheduling social media posts across various platforms on behalf of our clients.
- You will be responsible for identifying the most suitable content format(s) to effectively reach a client's target audience, based on the content's substance, purpose, and objectives.
- Manage each client's social media calendar.
- Conduct comprehensive industry research and analysis to develop a tailored social media strategy and plan for our clients. This involves unpacking their business needs and objectives to create a holistic approach that delivers results.
- You will be responsible for addressing strategic social media inquiries during client meetings conducted via Google calls, email, and Phone.
- Monitor social media performance, analyze data to identify patterns and trends, and use these insights to develop actionable plans that improve results.
- Presenting the results of social media efforts to clients through reports and monthly calls, effectively communicating key findings, and providing recommendations for future actions.

### **Your Qualifications:**

- Proven track record of creating and implementing successful social media strategies that deliver measurable results.
- Expertise in major social media platforms and networks.
- Experience in managing social media campaigns on LinkedIn, Facebook, Instagram, and Twitter.
- Prior work experience in a marketing agency, consulting, or start-up environment.

- Ability to create engaging and creative content for social media platforms using text, images, and videos, both organically and through social platform management tools.
- Strong eye for design and attention to detail.
- Excellent copywriting skills.
- Proficiency in using Canva or Photoshop.

### **Extra points if...**

- You have technical skills such as HTML, CSS, and/or JavaScript
- Are a designer
- Love cats (The CEO has 10)

### **You'll do well at Tech Touch Marketing if you...**

- Possess an entrepreneurial mindset and are a self-starter.
- Demonstrate the ability to manage multiple tasks and meet deadlines.
- Have strong problem-solving skills and can independently tackle complex issues.
- Enjoy taking ownership of projects and contributing to the growth and development of the agency.
- Are comfortable taking the lead on initiatives and driving results.
- Hold yourself accountable and take responsibility for your work without requiring constant oversight.
- Thrive in a creative environment and are always on the lookout for new opportunities.
- Work collaboratively with the team and are willing to assist with other digital marketing activities beyond your core responsibilities as needed.

## Benefits:

- Competitive salary
- Unlimited paid time off
- Birthdays off
- Work with a fun-loving team
- Work remotely

**SUBMIT RESUME TO:** [careers@techtouchmarketing.com](mailto:careers@techtouchmarketing.com)

**Come join us,**

*The Tech Touch Marketing Team*