

Social Media Specialist

Job description

As a dedicated social media expert, you will be expected to understand the dynamics of all the different social media environments and be able to navigate the space comfortably while brainstorming creative ideas within the Marketing Department.

Desired Skills & Experience

- Net savvy: highly knowledgeable of social media platforms, trends and how to leverage emerging social media trends and metrics while managing analytics reports and membership data.
- Learn company products and strategically plan social media execution, determining what content to feature on blogs, discussion forums and other social media sites such as Blogs, Twitter, YouTube, Face Book, Tumblr, Pinterest, YouTube, etc.
- Recommend and execute strategies relative to search engine optimization tools to improve website ranking and use of web analytics.
- Must have creative, out-of-the box thinking, excellent proofreading skills, the ability to produce compelling content to assist with promotions through advertising, events, webinars, direct mail, eblast content, etc.
- Engage with our users by posting messages, responding to questions, and moderating discussions.
- Must possess excellent strategic thinking, and be able to provide strategic direction to Design Team members.
- Comfortable with new technologies and adapting them to our business.
- Must be detail-oriented, organized, have excellent verbal/written skills, possess strong planning skills, be a self-starter who also takes direction well, and possess the ability to communicate effectively.
- Must be able to handle and prioritize multiple projects.

Education Required

- Bachelor's degree in Marketing, Business, Communications or related field or equivalent experience

Nature and Scope

- Proficient with Google Analytics, WordPress blogging software, popular comparison shopping engines and social media concepts. Reports to Marketing Manager

Years of Relevant Experience

- 1-2 years of relevant work experience in marketing/communications/e-commerce which included social media/networking
- Social media expertise
- Interactive marketing experience
- Experience creating content development

Required Knowledge and Skills:

- Proficient in MS Office, including Excel, PowerPoint
- Strong working knowledge of Adobe Photoshop and Illustrator

About this company

American Tombow, Inc.

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American Tombow, Inc. is a wholly owned subsidiary of Tombow Pencil Co., Ltd. of Tokyo, Japan for distribution of Tombow brand office and art products in North America. Established in California in 1983, American Tombow, Inc. moved to Georgia in 1992 and in 2003 relocated to a larger facility with state of the art technology in Suwanee, Georgia.

Tombow Pencil Co., Ltd. was established in Japan in 1913 as a manufacturer of wood-cased lead and colored pencils. It is not an exaggeration to say that every student in Japan has grown up with the Tombow pencil.