



### **Social Media Specialist – Irvine, CA**

U.S. Interactive Media is seeking a Social Media Specialist for our Irvine, CA office. The ideal candidate will have managed Paid Social Media Campaigns and have a passion for social media and technology.

#### **Scope of Responsibilities**

- Oversee the development, execution, measurement and optimization of social media campaigns e.g. Facebook, Twitter, SnapChat, LinkedIn, Instagram, Pinterest, YouTube etc.
- Utilize social management and analytics platforms to assist in strategy, planning and reporting
- Optimize campaigns through analysis of data, making decisions to improve performance
- Work with Account Management and Media teams to understand client needs and communicate insights and results back to the clients
- Review and enhance new/emerging strategies, platforms, tools and channel
- Seek, develop and manage external relationships, seeking “Best Practices,” as well as a value-added approach whereby external resources are viewed as “partners” vs. merely “vendors”
- Develop and present presentations, insights and points of view; Attend client meetings
- Stay current on the industry and evolving media trends by collaborating with agency partners, attending conferences and monitoring news sources

#### **Qualifications**

- 1 + years’ experience with paid social media campaigns e.g. Facebook, Pinterest, Instagram, Twitter, LinkedIn, SnapChat etc.
- Expertise in Search Engine Marketing a plus
- Displays knowledge and understanding of Social Media platforms and how each platform can be deployed in different scenarios.
- Experience with Social Media technology platforms such as 4C Insights, Kinetic Social.
- Strong communication skills. Ability to thrive in a fast paced environment and to manage multiple campaigns and tight deadlines
- Problem solving and analytical skills coupled with the ability to act independently across competing priorities
- Strong acumen for applying critical thinking and analytics to formulate and test hypothesis
- Relevant experience at agencies, advertisers, or industry partners
- Ability to manage multiple projects/campaigns across internal teams
- Excellent written and verbal communication skills

- BA/BS; MBA or Master's degree a plus

U.S. Interactive Media offers flexible benefits and compensation packages that allow our employees to make choices that fit their individual lifestyles. Some of our benefits include:

- Competitive Salary
- Health/Dental/Vision Insurance
- Business casual dress code
- Paid Holidays, Sick and Vacation
- 401k

U.S. Interactive Media is part of US International Media (USIM), one of the fastest-growing, full-service media management companies in the United States.

U.S. Interactive Media is an Equal Opportunity Employer.

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