

Company: Purple Group

Location: Chicago

Position: Social Media Specialist

Do you want to wake up every day with the pleasure of knowing that what you do matters? Then join the Purple Group team. We make a difference, we take a stance, we work with non-profits and build bridges between non-profits and for profits. We work in diverse communities, representing not just our client's needs, **but the needs of our communities.**

Purple Group Background

Established in 2001, Purple Group is an award-winning strategic marketing communications and advertising firm that focuses on creating, communicating and delivering offerings that provide value for our clients and our society. Whether it's for health, education, financial services, real estate, housing, or transportation, we are advocates for positive impact.

Job Summary

The social media specialist works closely with the agency's account teams to support engagement initiatives on behalf of clients. The individual will be charged with managing a number of client's social media profiles and executing the marketing strategy, including content development and community management.

Responsibilities:

- Create and manage editorial calendars
- Write content in English (ability to write in Spanish a plus)
- Community management: responding to comments, inquiries, DM and all daily activities to respond to fans and build engagement
- Provide and apply insights garnered from community management
- Take notes during client calls and make recommendations based on goals and needs
- Create, manage and execute social media campaigns to increase fan base and build engagement
- Ability to manage budgets from start to finish ensuring we are meeting budget goals
- Build and execute social media strategy through research, benchmarking, messaging, and audience identification, for a variety of clients
- Generate, edit, publish and share daily content (original text, images, videos, or HTML) that builds meaningful connections and encourages community members to be engaged
- Identify and work with influencers
- Analyze and report social media actions on a monthly basis for successes and new opportunities
- Create and maintain company social media pages and profiles
- Moderate user-generated content and messages appropriately, based on company and community policies
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Identify and evaluate emerging social channels, features, applications, platforms, tools, and strategies; implement when beneficial to strategic objectives

Requirements and Qualifications:

- 5 years' experience in social media content writing and community management, agency experience preferred
- Previous experience working in a multicultural agency preferred
- Understanding of social media metrics; able to interpret the results and act to increase effectiveness of social media campaigns
- Strong written and verbal communication skills
- Experience in social media, particularly Facebook and LinkedIn; others a big plus (Google+, Google Communities, Twitter, Flickr, YouTube, Pinterest, and more.)
- Knowledge of social media and analytics software (e.g., Hootsuite, Sprout Social, Facebook Insights, etc.)
- Working knowledge of social media paid advertising campaigns including Facebook, LinkedIn and Twitter

Education

Bachelor's Degree, preferably in Communications/English, Public Relations, or Marketing

Salary & Benefits

- Competitive Salary (plus bonus)
- Paid Time Off
- Group Health Plan
- Voluntary Dental

Contact Information:

Please send your resume and contact details to careers@purplegrp.com

COVID-19 Considerations:

For safety reasons, all Purple Group team members are currently working virtually. Once it is determined by credible health officials that it is safe to return to the office, we will all return to our work office at 714 S. Dearborn St., Floor 3, Chicago, IL.