



**Title:** Social Media Assistant

**Department:** Digital

**Reports to:** Digital Manager

**Job Summary:**

The Social Media Assistant will aid Social Media Coordinators in completing daily tasks for all Social Media clients.

**Overview:**

- Monitor Facebook and Google Analytics
- Manage reporting and communication with Account Team for 10+ social clients
- Handle reputation management
- Community research for social activities
- Content development and review
- Daily monitoring of client activity on Twitter, Facebook, Google+ and Instagram
- Help schedule and post communication social channels
- Coordinate social marketing client setup
- Assist with creation of social marketing editorial calendars

**Qualifications:**

- Bachelor's degree in Marketing or related field; or equivalent experience
- 1+ years of professional social media experience
- Knowledge of the latest and upcoming trends in social media and internet behavior
- Must be social media savvy, have an active presence on social media platforms with an extensive knowledge of B2C social media
- Strong attention to detail and scheduling
- Automotive industry knowledge is a plus

To apply, send your resume and cover letter to [humanresources@strongautomotive.com](mailto:humanresources@strongautomotive.com). Include "Social Media Assistant" in the subject line of the email