

GLASS STAIRCASE

Social Media Specialist & Content Creator

Position Details

Employment Type: Full Time Contract Labor, 3 month initial contract

The mission of the Glass Staircase team is to create, build and engage communities through powerful content, social media, digital marketing and custom strategy. Our account managers understand brand voice and personality, and are advocates and super promoters of clients and their brands. This job requires passion, hard-work and talent. Individuals who enjoy a fast paced environment supported by the collective team effort will thrive in this role.

Our Social Specialists and Creators are masters of communication, responsible for creating content, content strategy, and staying on top of social media trends, ultimately growing brands and businesses. You'll work collaboratively across a wide-variety of teams and platforms and ensure social networks are aligned to each client's brand.

This position requires a strategic, creative and highly motivated person to lead social media content strategy and community development for the growing brands we partner with. In this position you must love social media, planning and creating content; and know how to use it to target new customers, build community, and develop and deploy content to support business goals. You'll also understand the power of influencer marketing and social media advertising, and know how to leverage deep relationships with like-minded businesses who can support objectives.

The ideal candidate is passionate about all things digital, has a deep understanding of both established and emerging social media channels, and is able to flex between thinking big and diving deep.



Responsibilities

- Create content, creative campaigns, and content calendars for our clients
- Actively engage in the brand's online communities, building deeper relationships with customers, inspiring testimonials, and driving advocacy
- Ability to learn new industries and adapt to different online communities and cultures
- Utilize deep brand and product knowledge and research to develop creative that raises the bar and delivers on key strategic needs
- Write copy and communicate on behalf of brands on social channels like Instagram, TikTok, Pinterest, Facebook, X, LinkedIn, etc.
- Produce and execute content with our creative team (graphic design, video, etc.)
- Interact with our clients, their account managers, and department leads in meetings, brainstorming, and workshops
- Develop and implement a strategic cross-channel strategy that ladders up to broader business goals
- Bring engaging, high-quality, and on-brand social content activated at the right time, and on the right channels
- Focus on social engagement by utilizing creative thinking and ideas, as well as alignment to brand
- Work alongside the CEO and creative team to effectively use content and marketing to increase impact of social content and strategies against business goals
- Lead all aspects of social chatter for relevant conversations around the brands. Any negative conversations or customer feedback will be flagged to the appropriate teams and accounts.
- Define and lead day-to-day workflow of content needs for a social calendar, adjusting copy and schedule when necessary
- Utilize evidence based analysis of strategies and tactics as it supports business objectives



Qualifications

- 2-3 years of managing and building social for B2B and D2C companies
- Outstanding collaboration and communicative skills, with demonstrated confidence to engage not only with your team and stakeholders across the company, but with customers and leaders with vision online
- Exceptional attention to detail, exemplifying outstanding grammar and language skills
- Specialist at cross-functional project management
- Extensive understanding of digital marketing and social media culture and platform functionality
- Strong self-starter and individual contributor, but also a steady teammate and project leader bringing a fun and upbeat approach and demeanor with willingness to engage
- Ability to take suggested copy and run with it, infusing the voice of the brand along with a personal and human touch
- Innovative and always looking for ways to take your programs to the next level
- Collaborative and takes great pride in the quality, precision, and measurable results of your team
- Mastery skills to assemble and interpret social media metrics with ability to course-correct and optimize
- PR or creative agency experience preferred
- BA or BS degree or professional experience preferred
- **Experience with Adobe Suite, Canva, Premier Pro, Facebook/Meta Business Manager, Facebook Ads Manager and Google Ads highly preferred**

To apply, please submit your resume and portfolio to rachel@glasstaircase.org