

# SOCIAL MEDIA SPECIALIST

## NOT *THAT* KIND OF SOCIALIST

Nowadays, it seems like everyone and their pupper's a social media expert. The difference between you and the heaving masses, though? You've got the creds and proven experience to back it up. Planning and scheduling, monitoring and tweaking... nothing makes your pulse race like dropping the perfect piece of content on the right set of eyeballs at just the right time.

LMNO, Saskatchewan's largest marketing consultancy and creative agency, is looking for an experienced Social Media Specialist to join our team. Your deep understanding of social channels and best practices will help us create, deliver, monitor, analyze and optimize the social media activities of a wide range of client brands.

## SKILLS & RESPONSIBILITIES

- Understand major social platforms, their capabilities, and their place within the social & digital ecosystem
- Know the difference between social content and social media advertising
- Extensive experience setting up audience and preparing/scheduling various kinds of posts across all platforms
- Work with large budgets
- Familiar with third-party social media scheduling tools (e.g. Sprout, Later)
- Stay up-to-date on platform changes and specs
- Gather metrics, regularly report on social media performance, and make data-based recommendations maximize value
- Work with content strategist and media strategist to prepare client-facing reporting documents
- Knowledge of best practices in community management and sensitive to changes in consumer sentiment and behaviour on social media

- Participate in regular content brainstorming sessions
- Working knowledge of Photoshop
- Strong command of English grammar and spelling

#### **QUALIFICATIONS**

- Active on at least two major social media platforms
- 1-2 years of professional experience running social media for business
- Agency experience an asset

Please submit your resume, including links to your active social media profiles, to Chris Kleiter by email to [careers@meetlmno.com](mailto:careers@meetlmno.com) by February 1, 2019. Only those applicants chosen for an interview will be contacted. No phone calls please.