

# Social Media Specialist

The Social Media Specialist helps Firefli clients find their voice and get their stories in front of the right people. You'll drive social strategy and execution across a portfolio of accounts, developing the point of view, building the content, and using what you learn to make it sharper over time.

This role is client facing. You'll work alongside the Account Manager, but your focus is on the work itself. What gets made, when it goes out, and whether it's landing.

This is a full-time remote position with Eastern Time availability required.

## How You Work

- You can see the strategy and execute against it
- You think in platforms and know that what works on LinkedIn doesn't work on Instagram
- You can write in your client's voice as naturally as your own
- You're comfortable juggling multiple accounts and switching gears between them without losing the thread
- You use data to make decisions, not just to report what happened
- You take feedback well and use it to do better work
- You take your work more seriously than you take yourself

## What You'll Do

- Develop and manage social media strategies and content calendars across a portfolio of client accounts that are mostly B2B with some B2C
- Create, schedule, and proof platform-specific content that aligns with each client's brand voice and goals
- Produce branded graphics and visual assets using Adobe Creative Suite and Adobe Express
- Manage client social accounts and maintain consistent brand voice and messaging across platforms
- Analyze performance metrics and turn the data into actionable recommendations
- Develop and implement paid social campaigns to support brand awareness and engagement goals
- Collaborate with the internal team to make sure content aligns with broader brand guidelines and campaign goals
- Stay current on platform updates, trends, and tools and bring relevant ideas forward
- Show up to client conversations as the social media expert

## Qualifications and Requirements

- 2 to 4 years of experience in social media management, preferably in an agency or client-facing environment
- Strong writing skills with the ability to adapt voice and tone across industries and platforms
- Proficiency in social media management tools like StoryChief, Hootsuite, or Sprout Social
- Basic to intermediate design skills using Adobe Creative Suite or Adobe Express
- Experience with analytics tools and paid social advertising across LinkedIn, Instagram, and Facebook
- Available during Eastern Time business hours
- Authorized to work lawfully in the United States

## Benefits that Benefit You

- A culture that's optimistic, open, and real
- Comprehensive health, vision, and dental insurance
- Retirement plan with 3% match available after 90 days
- New Apple MacBook Pro with the latest software as well as the tools you need to be successful
- Unlimited paid time off (and the encouragement to use it)
- Annual continuing education fund
- Time and resources to pursue volunteer opportunities