



Title: Paid Social Assistant

Department: Digital

Reports to: Digital Merchandising Director

**Job Summary:**

The Paid Social Assistant will aid the Paid Social Team in completing daily tasks for all Paid Social Media clients including managing Facebook, Instagram and TikTok Ads campaigns.

**Description:**

Strong is in search of a **Paid Social Assistant** to join the digital team. You'll need to have attention to detail, a taste for analytics, and an affinity for all social media. You'll be responsible for managing reporting and communication with internal Account Coordinators on 20 or more Paid Social Accounts.

**Overview:**

- Scheduling and Monitoring Social Paid Ads
- Creative creation and execution for TikTok and other video assets
- Analyzing Facebook and Google Analytics Data (Traffic, Engagement, Impressions, and Leads)
- Managing Reports and Communication with Account Team for 20+ Clients
- Attention to detail and organization are important for this role
- Entry level – all training provided

**Qualifications:**

- Bachelor's degree in Marketing or related field; or equivalent experience
- Working knowledge of social media and internet behavior
- TikTok experience (including personal creation) is a plus
- Must be social media savvy, have an active presence on social media platforms
- Strong attention to detail, scheduling, and organization
- Professional social media experience a plus
- Automotive industry knowledge is a plus
- Must be able to work from our office space in Birmingham, AL