



Title: Social Media Assistant

Department: Digital

Reports to: Digital Marketing Manager

Job Summary:

Strong is in search of a **Social Media Assistant** to join the Digital team.

In this role, the Social Media Assistant will assist the Social Media Team in staying on top of daily tasks for automotive dealership clients. You'll need to have strong attention to detail, a creative mind, and a passion for social media channels.

On the internet, reputation can make or break you. That's where the Social Media Assistant's help in reputation management comes into play. You're the first point of contact for both positive and negative reviews and work daily to improve or maintain the clients' online reputations. Engaging with users who leave likes, comments, and even emojis is a big part of the job as well!

Your organizational skills will prove handy when scheduling posts and monitoring daily activity on Facebook, Instagram, Twitter, and Google Business Profiles.

You'll be instrumental in analyzing results using Facebook, Google Analytics, and Hootsuite. Knowing what works and what doesn't will be essential to creating client reports.

Can't wait to express your creativity? From vehicle and community posts, you'll craft engaging captions that drive traffic and build connections. Using tools like Canva and Photoshop, you'll enjoy creating eye-catching graphics, too.

If you love Social Media and want to grow your Digital Marketing Career, we want to hear from you. Check us out on Facebook, Instagram, and TikTok – we know you're online anyway – then send us an application and see what you can accomplish with Team Strong behind you.

Overview:

- Provide support as needed to Social Media team in overflow of tasks and responsibilities
- Develop, curate, and schedule engaging content for social media platforms including Facebook, Instagram, Twitter, and Google Business Profile
- Assist in the creation, editing, and proofing of written, video, and photo content
- Maintain brand voice across social media channels
- Monitor and report on social media metrics
- Interact with users and respond to social media engagements, comments, and reviews daily per standards set by clients
- Maintain/update database of clients review/comment response preferences
- Communicate with AT and clients in regard to reviews/comments as needed
- Perform community research and maintain client community guidelines for all social strategies
- Follow guidelines set by Digital, Brand, and Compliance standards
- Create graphics as needed via tools like Canva and Adobe Photoshop
- Learn and utilize all social media management tools including: Facebook, Instagram, Twitter, Google Business Profile, Adobe Photoshop, Canva, Hootsuite, Zapier, Google Analytics, WordPress, Ow.ly, Brandwatch and more
- Conduct Social Listening regularly
- All other duties as assigned by Manager

Qualifications:

- Bachelor's degree in Marketing or related field; or equivalent experience
- Exceptional attention to detail
- Excellent writing, editing, and proofreading skills
- Eagerness to learn new software and keep up with industry trends
- Demonstrable personal presence on various social media platforms or portfolio of successful social media content or project
- Proficiency in Microsoft Office and Google Workspace
- Experience in Adobe Photoshop and Canva preferred
- Automotive industry knowledge is a plus
- Social media management and reputation management exp a plus

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