

SOCIAL MEDIA SPECIALIST

Epoch Design is a family-owned small business based in Redmond that supplies Fortune 500 Companies including Costco, Lowe's and Amazon with consumer goods including solid wood and bamboo furniture, and steel locking mailboxes. Epoch Design is looking to grow its *business-to-consumer channel* and seeking to hire an experienced talented Social Media Specialist to collaborate with our Marketing Manager on developing our company social media strategy. This customer-focused team-player will be involved in the creation and implementation of various social media initiatives and campaigns.

The Social Media Specialist is responsible for the ongoing management and growth of the social media presence of Epoch Design and its Mail Boss division. This full-time position reports to our Marketing Manager, and has a part-time social media intern report to assist in execution of initiatives. The right candidate will be a self-directed self-starter capable of implementing social media strategy, designing and executing campaigns across social channels, and leveraging social media to generate brand awareness, customer engagement and conversions.

Epoch Design provides a casual work environment in Redmond. Health and dental benefits included. Salary DOE. To learn more about us, go to www.epochbydesign.com or www.mailboss.com.

Responsibilities:

- Manage daily activities required for executing marketing communications campaigns, including curating and writing relevant content, compiling metrics, and reporting campaign results.
- Collaborate with Marketing Manager to develop and execute a social media strategy that amplifies content across social platforms including Facebook, Twitter, YouTube, Pinterest, Instagram, etc.
- Analyze, review and report on effectiveness of social media content and channels in an effort to maximize results and make recommendations to improve engagement, interactions and conversions.
Leverage tools for brand monitoring and social listening, engage with communities appropriately to cultivate relationships with brand advocates and influencers.
- Develop and maintain a social media editorial calendar
- Other related duties as assigned

Required Skills:

- Bachelor's Degree required
- Communications, Journalism, Marketing or related degree preferred
- Real-world experience in planning, managing and executing social media campaigns
- Thorough understanding of all social media platforms and technologies including the ability to measure and respond to analytics
- Excellent written and verbal communication skills and attention to detail
- Ability to multi-task ensuring follow through on every project with limited oversight
- Preferred experience in traditional marketing and public relationship roles
- Microsoft Office, Adobe Suite and HTML proficiency required

To Apply:

Please email a cover letter, resume, and relevant portfolio links to smspecialist@epochbydesign.com. No phone calls, please.