

## Social Media Specialist

### Summary

The Social Media Specialist is a key member of the Marketing Department who develops, creates, and executes the social media content and various marketing initiatives of the company's numerous brands. Exceptional communication skills both face-to-face and in writing are essential, as this individual interacts with all departments within the company and numerous external customers. This position will support social media needs for Crawford Hoying, North Market Bridge Park, signature events and lifestyle brands under the company's portfolio, and property accounts.

*NOTE: If moved forward in the interview process, candidates will be asked to complete an assignment to showcase social media skillsets.*

### Job Responsibilities (responsibilities may include but are not limited to the following)

- Support the Marketing Department in developing strategy and implementing short-term and long-term social media marketing content and campaigns on Instagram, Facebook, LinkedIn, and other digital channels, as needed
- Manage online reputation engagement and responses on platforms such as Sprout Socials; actively stay on top of community engagement and management through commenting, tagging, and resharing
- Effectively copywrite and ensure a consistent brand voice across all social media and digital channels under the Crawford Hoying brand portfolio; not limited to only social media
- Create and publish content on all social media platforms across the company's portfolio
- Capture and curate real-time social media content during events, including taking photos and videos, creating reels and live stories, and engaging with followers
- Measure the success of each social media campaign by capturing data and tracking metrics; refine future campaigns and report on current standing as needed
- Own social media content process and collateral, monthly workflow, asset compilation, Social Media Playbook training programs, content calendars, etc.
- Stay informed of current social and digital marketing best practices and technology
- Build relationships with industry influencers to create a strong support network
- Interact and coordinate with partners and vendors on behalf of the department and company
- Support team members with other marketing department initiatives
- Assist with email campaigns, as needed
- Perform other marketing duties as assigned; although this position owns much of social, this individual will be expected to assist in other marketing initiatives as well

### Performance Objectives (objectives may include but are not limited to the following)

- The 7 Core Values that Crawford Hoying has established to maintain its desired culture
- Communication response time and professionalism
- Ownership and accountability
- Face-forward interaction and engagement with internal and external customers
- Creative, out-of-the-box thinking in regards to buildout of brand awareness and engagement
- Willingness to take on projects and learn a variety of concepts, practices and procedures

**CRAWFORD HOYING IS A PROUD EQUAL OPPORTUNITY EMPLOYER**

6640 Riverside Drive, Suite 500 | Dublin, OH 43017 | tel 614.335.2020

[www.crawfordhoying.com](http://www.crawfordhoying.com)

### Preferred Knowledge, Skills, Education and Experience

- 1-3 years of experience utilizing social media in a professional setting
- Bachelor's degree in marketing, communications or a related field
- Proficiency in Microsoft Office products, including Excel, Word and PowerPoint Design
- Fluency with social media platforms, analytics, and user skills
- Understanding of digital variables such as SEO, UX/IX, paid advertisements, etc.
- Experience in photography, Reels, and video editing
- Experience with Mailchimp or similar email marketing platforms
- Proficiency in InDesign and Canva (preferred)
- Proficiency in, or an eagerness to learn, social listening and sentiments to apply to overall strategy
- Understanding of, or a willingness to learn, the ins and outs of paid digital media spends and opportunities
- Superb communication skills, including copywriting, editing and creative storytelling
- Great visual eye with photography capabilities
- Keen understanding of current trends and key influencers
- Ability to thrive in a fast-paced, ever-changing environment
- Valid driver's license and reliable transportation

### Work Environment

The Social Media Specialist works at the corporate office and regularly interfaces with internal and external customers. Work hours are typically 8:00 am to 5:00 pm, Monday through Friday, subject to the needs of the department. The person in this position must be available to work additional hours as needed.

### Reporting Structure

The Social Media Specialist reports to the Digital Marketing Manager.



### Physical Requirements

The candidate's physical condition must be sufficient for the consistent and successful completion of the responsibilities defined for this position and for conformance with all professional standards defined for this position. This position frequently requires standing, walking, sitting, and reaching with hands and arms. It may require lifting up to twenty-five pounds. This employee must be able to drive during the course of work.

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**If you are interested in applying for this position, please email your resume to  
[hr@crawfordhoying.com](mailto:hr@crawfordhoying.com).**

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