

Social Media Strategist

Epic Notion is a digital marketing, design and development agency. We blend strategic thinking with creativity and the latest technology to help our clients engage customers in new, exciting and profitable ways. Our team of talented marketers, designers and developers are passionate about building brands and connecting people.

The Social Media Strategist will manage all aspects of effective social media campaigns for a variety of clients. In addition, this role assists in the creation of website content, paid search ads, blogs, SEO enhancements and engaging individual content pieces to support overall campaign goals. The ideal candidate will have a proven track record of driving social media engagement and possess both creative and technical writing skills. Please be prepared to provide relevant writing and work samples.

Responsibilities:

- Develop strategic plans for content delivery to increase engagement and meet campaign goals.
- Research specific industries and work with clients to create relevant and engaging content pieces.
- Develop and maintain consistent brand voice and tone for each client across platforms.
- Manage, monitor and gather insights across multiple platforms for a variety of clients.
- Assist in the writing of blogs, press releases and other content pieces to help increase brand visibility.
- Follow best practices for each platform and marketing channel.
- Collaborate with team to set campaign strategy, content creation and activation.
- Analyze results and develop data-driven recommendation to continuously boost performance.
- Manage optimization efforts and implement solutions quickly and efficiently across platforms.
- Must be able to manage multiple projects, set priorities and meet deadlines.

Qualifications:

- 3+ years social media and digital content creation experience preferred
- Bachelor's Degree required; Marketing Degree preferred
- High level of creativity combined with exceptional writing and editorial skills
- Must have a customer service attitude, a focus on quality and a desire to continuously improve.
- Must work well in a fast-paced, collaborative environment.
- Paid Social Ads experience is a plus (Facebook, LinkedIn, YouTube)
- Video production experience is a plus.

Our Offering:

- A great team that values talent, integrity, hard work and family
- Flexible work schedule with vacation days, paid Holidays and personal/sick days
- Company matched 401(k)
- Health benefits including medical, dental, vision, disability, life insurance and more.
- Continuing education and skills training opportunities
- Collaborative, creative office environment in desirable Southend in Charlotte, NC.

How to Apply:

Please send introductory email and resume via attachment to careers@epicnotion.com.

