

# Epic Notion | Social Media Specialist

---

Epic Notion is a full-service digital marketing agency. We blend strategic thinking with creativity and the latest technology to help clients build their brands through meaningful customer engagement. Our team of talented marketers, designers and developers are passionate about building brands and connecting people.

The Social Media Specialist will manage all aspects of effective organic social media campaigns for a variety of clients. In addition, this role assists in the creation and management of social media copy and visual assets. The ideal candidate will have a proven track record of generating creative ideas that drive meaningful engagement towards client business goals.

## Responsibilities:

- Understand client business goals and develop social media plans aligned to achieving them.
- Collaborate with Account Managers to set campaign strategy, content creation and activation plans.
- Research specific industries and trends to create relevant and engaging social media content.
- Manage the content creation process from ideation to deployment, including guiding writers, videographers and other content producers to ensure deliverables are being met on time and budget.
- At times, assist in the writing of blogs, releases and other content pieces.
- Ensure the client's brand voice and tone are consistent across platforms.
- Monitor client social media channels and engage with users to build a strong following.
- Monitor stats across social platforms and support client reporting efforts as needed.
- Analyze results and develop data-driven recommendations 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 in marketing or related field is preferred
- Proven track record of driving business results through great ideas, problem solving and execution
- High level of creativity combined with exceptional writing and editorial skills
- Must be prepared to show examples of your social media campaign plans, content and performance
- Must have a customer service attitude, a focus on quality and a desire to continuously improve.
- Must have excellent verbal, written and visual presentation/communication skills
- Must work well in a fast-paced, collaborative environment.
- Paid Social Ads experience is a plus (Facebook, LinkedIn, YouTube)
- Public relations, outreach and even influencer marketing experience is a plus
- 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)
- Full suite of health and wellness insurance benefits/services.
- 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](mailto:careers@epicnotion.com).

