



Social Media Strategist

Stoner Bunting, a full-service marketing company, seeks a Social Media Strategist to join its growing team of digitally focused marketing professionals. We're looking for a passionate and creative team player that understands the critical role social media plays in content marketing (owned, earned and paid). The successful candidate is a data-driven engager, holds a bachelor's degree in a related field and has 3-5 years of relevant experience. The position reports to the Public Relations and account services teams.

Responsibilities:

- Serve as a go-to expert for developing and executing social media strategies, including emerging platforms and brand opportunities
- Work closely with the public relations, account services and digital strategy teams to align best practices and efficient processes for current and existing clients
- Provide day-to-day supervision and execution of social media campaigns including social media channel and community management, content creation, promotions, partnerships, blogger and influencer outreach initiatives, online events, etc.
- Create social programming plans and research audits including content strategy plans, competition research briefs and digital audits
- Choose daily content and engagement for brands on Facebook, Instagram, Pinterest and Twitter, ensuring consistency of messages across platforms
- Serve as key day-to-day social community and implementation manager for brands and troubleshoot issues as they arise
- Research social behavior within specified target markets, including that of competitors and other influencers
- Identify/use internal and external tools to measure and report findings
- Capture and share insights and trends around social media
- Provide strategic guidance on best practices for social media, helping them incorporate it in their campaigns and overall content strategy
- Help educate current and future clients on how social media can contribute to their success
- Play an integral role in creating exclusive networks of individuals with strategic value to current and future clients
- Contribute creative ideas for leveraging their audiences on social media
- Collaborate with account services and digital strategy team to optimize paid social media campaigns across all applicable channels.
 - Includes targeting, creative development, and analytics
- Offer key insights for improving programs to enhance results
- Conduct and manage ongoing blogger outreach/key influencer programs on the behalf of brands

Qualifications:

- Bachelor's degree in Digital or Social Engagement, Communications, Journalism, Public Relations, Marketing or a related field.
- 3-5 years of relevant experience (including background in social media), preferably with agency experience or in-house with a home or building product company
- Strong writing, oral and presentation skills
- Knowledge of best practices for social media, social selling and influencer programs
- History of managing social strategy and dashboards
- Active on social media personally, with presence on all major social networks
- Ability to work in multi-faceted, fast-paced environment

ABOUT STONER BUNTING

Stoner Bunting has been marketing residential and commercial building products for more than 30 years. From custom cabinetry to commercial carpet, hardwood floors to house wrap, aluminum cladding to architectural railings, we've immersed ourselves in the world of specification, distribution, dealer relationships and consumer choices. Our engagement in the industry and the relationships we bring to the table enables us to help clients engage with customers, creating marketing programs that have a more immediate impact on sales.

Stoner Bunting specializes in research, strategic planning, marketing, public relations and media planning and management.

EOE/AA/M/F/V/D

All applicants are considered without regard to race, color, religion, sex, national origin, age, disability, veteran status, gender identity, or any other discriminatory factors prohibited by law.