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A Merkle Company

## Job Description

### Position

**Social Specialist**

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### Reports to

Social Manager

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### Location

NSW/VIC/QLD/WA

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### Works with

**Columbus:** Strategy leads, Performance team, Experience team and Data team

**Dentsu Aegis:** Account service teams, Client Leads, Finance

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### Role overview

The Social Specialist reports directly to the Social Manager. Their role is chiefly one of delivering work in partnership with the Social Manager and Social Director.

The Social Specialist is responsible for the implementation of paid social campaigns and strategies as directed by the Social Manager.

The Social Specialist is further tasked with managing the reporting and is also responsible for finalising the presentation of data in a manner that guides account optimisation and growth.

The ideal candidate is highly analytical with excellent attention to detail. This person demonstrates a high level of knowledge across social media platforms and the various formats of communication available within the wider social media landscape.



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## **Roles & responsibilities**

### **Social Media Services**

- Work to seamlessly execute results-driven social media activity by working directly with Social Manager and Social Director.
- Support Social Manager and Social Director, with a view to surpassing our client's expectations.
- Specialists should actively contribute on calls/ meetings that are relevant to the work they have produced or if requested by a senior team member.
- Share performance learning's with the wider performance team and discuss potential impact on client programs.
- Manage workload to ensure all delegated tasks are completed in a timely and efficient manner.
- Contribute to the formulation of social media strategies and uncover new opportunities for clients.
- Support Social Media Manager to ensure monthly, fortnightly or weekly reports are delivered to the client on time and with meaningful insights and recommendations.
- Attend quarterly client account reviews, and support Social Manager with the preparation and delivery of these presentations.

### **Relationships**

- Quickly build strong relationships with clients, built on expertise, trust and confidence.
- Contribute at all times to the preparation and content covered in client meetings, ensuring the need for the meeting is clearly identified, agendas developed as required. Work with your Social Manager to develop transparent client expectations in terms of response times.
- Develop strong relationships with social media providers and technology partners to stay ahead of the curve with the latest technology and product developments in our market and globally.
- Lead by example across all aspects of social expertise as a liaison within Columbus for all things social media.
- Act to support and contribute to a positive and motivating work environment, assisting in the development of social specialism across the agency.
- Identify areas for social analyst development and work with Social Manager and Social Director to help staff achieve their development goals within social media.

### **Commercial Success**

- Delivering stand out solutions in Bought, Owned and Earned aspects of social media client solutions.
- Responsible for supporting Social Manager and Social Director in ensuring that invoicing and other financial processes are followed accurately and punctually
- Work with other agencies across DAN to collaborate and uncover new social media opportunities for key clients
- Provide clear & reliable financial forecasting to Social Director



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## **The ideal candidate's experience and skillset**

- Strong working knowledge of all paid social platforms (Facebook, Twitter, LinkedIn and Snapchat)
- 1+ years' experience in media planning, buying and strategy
- 1+ years' experience in Social Media marketing
- Understanding of agency and holding group economics
- Comfortable with social media listening and content scheduling tools
- Considerable knowledge of the Australian media landscape, Social Ad systems, tools and products.

## **The ideal candidate's personality**

- Presents & communicates highly effectively, both verbally and in writing.
- Confident, highly-motivated and exceptionally well organised.
- Enthusiastic to get involved with projects even if they fall outside existing remit.
- Independent, self-driven and owns responsibility for deliverables
- Has sharp strategic, analytical and creative problem-solving skills.