



# SOCIAL MEDIA ASSISTANT

PROUDMOUTH

## PROFESSIONAL SKILLS REQUIRED

Copywriting  
Project management  
Market research  
Communication skills  
Networking  
Collaborative nature

## PERSONAL SKILLS REQUIRED

Creative spirit  
Reliable and professional  
Organized  
Time management  
Team player  
Fast learner  
Motivated

## CONTACT

[hr@proudmouth.com](mailto:hr@proudmouth.com)

## WHO WE ARE

### WHAT WE DO

<https://proudmouth.com/accelerate-your-influence/>

### OUR TEAM

<https://proudmouth.com/our-story/>

### TOP ADVISOR MARKETING PODCAST

<https://proudmouth.com/get-started/top-advisor-marketing-podcast/>

### BE YOUR OWN LOUD PODCAST

<https://proudmouth.com/get-started/beyourownloud-podcast/>

## SOCIAL MEDIA ASSISTANT ROLE

Social Media Assistants create engaging social media content for our clients. They also review podcast episodes, edit podcast transcripts, identify compelling quotes and content, and write engaging social media copy to connect with the client's ideal audience.

Social Media Assistants should have a solid understanding of how each social media channel works and how to optimize content to engage on those channels.

## DUTIES AND RESPONSIBILITIES

- Review podcast episodes
- Review/edit transcripts
- Write and edit podcast summaries, ensuring they are articulate and optimized for SEO and online reading.
- Create editorial calendars and syndication schedules
- Generate, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages social media audiences to take action
- Schedule social media posts to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visibility
- Set up and optimize clients' company pages within each platform to increase the visibility of the company's social media content
- Moderate all user-generated content in line with the moderation policy for each community
- Keep on top of the latest social media marketing trends
- Collaborate with other departments (design and executive team) to manage reputation, identify key players, and coordinate actions
- Possess excellent consulting, writing, editing (photo/video/text), presentation, and communication skills
- Have a positive attitude and be detail- and customer-oriented with good multitasking and organizational abilities
- Duties as otherwise specified

## SKILLS AND QUALIFICATIONS

- Marketing or social media marketing degree preferred
- Technology Skills
  - Content writing
  - Graphic design
  - Campaign execution
- Teamwork, self-motivation
- Strong communication skills, including proofreading
- Networking
- Idea presentation
- SEO and PPC
- Strong customer service skills, enthusiasm
- Detail-oriented
- Collaboration