



Job Description: Social Media Specialist

Job Summary:

As a key contributor to our marketing team, the Social Media Specialist holds a pivotal role with a primary emphasis on crafting and implementing compelling social media strategies aligned with our business objectives. Central to this position is the creation of visually captivating content that upholds brand consistency and unifies our messaging across all social media platforms. Additionally, the Social Media Specialist will take the lead in overseeing and managing content across our diverse social channels.

We are actively seeking an individual who possesses a keen eye for detail, robust project management skills, and the ability to collaborate seamlessly with cross-functional teams. If you're passionate about harnessing the potential of social media to drive our brand and mission forward, we encourage you to join our team and make a meaningful impact.

About IEI: We are a national think tank of innovative school superintendents and our partners in the K12 industry who gather for important discussions about how to best meet the challenges of ensuring achievement for all students in our public schools. We are a rapidly growing startup company powered by passionate, hard-working people who believe in the mission of our work.

Job Duties:

- Execute and learn to develop social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Report to and collaborate with the marketing manager
- Generate, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of the company's social content
- Moderate all user-generated content in line with the IEI Brand
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices and then acting on the information
- Collaborate with other departments to manage brand awareness, identify key players, and coordinate actions
- Create high-quality visual content such as graphics, logos, infographics, and other branded materials that follow the company's brand guidelines.

- Ensure consistency across all marketing channels by managing the company's brand guidelines.
- Support the events team in preparing, creating, and ordering all collateral for trade shows, conferences, and product launches.
- Organize and keep track of projects in Monday, the company's project management system
- Actively scroll through all of our social media platforms and interact with our members and partners daily.
- Support monthly newsletter efforts.

Salary and Benefits 40-50K based on experience

- Full-time salaried position reporting to the Marketing Manager
- Health Insurance, Dental, Vision, and other ancillary benefits after a 60-day probationary period
- Eligible for 401K match program after a 90-day probationary period
- Get to know amazing people- IEI's member superintendents and partners are like our extended family, and you'll enjoy having these people as colleagues and friends!
- Generous PTO, somewhat flexible work hours, a family-friendly employer that values work/life balance

Location: Remote

Job Requirements

- Bachelor's degree or equivalent experience in marketing, communications, or other related field.
- Must be able and willing to travel 12-15x/year, including weekends
- Self-starters who can manage their calendar and tasks
- Must be legal to work in the US
- You will be expected to be online, including meetings and conversations via Slack, Zoom, Text, Phone, or other communication platforms during typical business hours (CDT/CST) unless otherwise approved by your manager.
- Availability by phone or email during weekend events is required, even when not on site.
- Mastery of Grammar, spelling, and communication

Not Required but Preferred

- Background or experience in K-12 education
- Graphic Design Experience
- Active on social media outlets: Twitter (X), Linked IN, Facebook, Instagram, TikTok

Familiarity with the following software:

- HubSpot
- Monday
- LinkedIn

- Twitter
- Facebook
- Instagram
- Tiktok
- Canva
- Youtube

IEI is an equal opportunity employer that seeks to build a diverse team.

To apply, fill out the following form:

www.ieik12.com