



GRM is growing!

Job Description:

Responsible for executing the daily actions of social media accounts, including managing the social media advertising. Preferred candidate will be proficient at developing content for designated social media outlets, monitoring online competitor presence/perceptions, researching new blogs and channels for relevance/trend identification, reporting "chatter" and other relevant online data, and maintaining posting schedules.

Other duties include managing the marketing calendar with online activity, tracking social media influence measurements, partnering with other team members to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks, preparing reports to update clients on usage statistics, and continuous monitoring and coverage of all sites. This person will also help produce reports and offer actionable recommendations that can maximize social media presence and reach stated goals for the clients.

Desired Skills and Experience:

- Bachelor's degree required with a concentration in marketing, advertising or public relations
- 2-4 years experience
- Superb writing skill including the ability to convey a witty warm and clever voice across multiple platforms
- A solid understanding of the social media universe, including Facebook, Twitter, Instagram, Pinterest, Snapchat, YouTube, Flickr, LinkedIn, Tumblr and blogs
- Exceptional verbal communication skills
- Examples of leadership
- Photography skills are an added bonus

Personal Characteristics:

- Passionate about what you do
- Team player; collaborative nature

- Desire to learn and grow
- Adaptable to changing direction
- A Creative thinker
- Ability to multi-task and manage a diverse workload with shifting deadlines and priorities
- Able to find the humor in situations

Compensation and Incentives:

This is a mid-level position.

Base salary and overall bonus will be reviewed annually and adjusted based on individuals efforts in impacting overall agency financial performance.

100% employer-paid Health and Dental Insurance for Employee.

100% match on IRA for first 3%.

10 days paid vacation.

13 paid holidays.

Continuing training.

About GRM

GRM is at heart a brand marketing agency, focused on building programs that drive referrals. Our approach is to build more "zealots" for our clients' brands and products. We've coined it, "*Zealotry Marketing*." Customer engagement is key to referral – strengthening the relationship between client and their "zealots"; among and through zealots (to their contacts); building new zealots through engagement and targeting like-minded prospects.

Visit www.grmworks.com.

To be considered for this position please email April Voris – april@grmworks.com with cover letter, resume, writing samples and what you are a zealot for.