MEADE AGENCY, LLC

POSITION DESCRIPTION

COMMUNICATIONS SPECIALIST

I. OBJECTIVES

A. To assist with the management of communications efforts to establish and maintain the image of Meade Agency and its clients both internally and externally.

B. To create and maintain superior customer engagement and relationship, website traffic, and revenue by strategically making full use of all aspects of the social media marketing roadmap.

II. Reporting Relationships

A. Reports to: Director of Communications

B. Directs: None

III. Responsibilities and Authorities

A. Provides support to the Director of Communications

B. Builds and executes social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification

C. Generates, edits, publishes, and shares daily content (original text, images, video, and/or HTML) that builds meaningful connections and encourages community members to take action

D. Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Google+, YouTube, Instagram, Pinterest, Snapchat, Periscope, Pinterest, etc.) and how each platform can be deployed in different scenarios

E. Sets up and optimizes company and client pages within each platform to increase the visibility of social content

F. Moderates all user-generated content in line with moderation policy for each client

G. Creates editorial calendars and syndication schedules for Meade Agency and its clients

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H. Continuously improves by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information

I. Collaborates with clients and other Meade Agency departments to manage reputation, identify key players, and coordinate actions

J. Maintains Customer Relationship Email systems; writes, proofreads, creates layouts, and schedules emails through Customer Relationship Manager systems for Meade Agency and its clients

K. Creatively looks for opportunities to enhance the communication of the Meade Agency and its clients

L. Manages Meade Agency and client web sites and all social networking activities

M. Operates as a collaborative member of the Creative Marketing team of Meade Agency

N. All other duties as assigned

IV. External Relationships

A. **Clients** - Communicates with clients to set business and brand goals, gather information, strategize, and execute projects and plans

B. **Subcontractors** - Works with subcontractors to produce and create digital content, including, but not limited to: audio transcriptions, graphics, websites, photography, video, and print materials

C. **News media and other public information outlets** - Maintains flow of information and responds to inquiries either directly or by arranging interviews with the appropriate person(s)

D. **General public** - Provides timely and accurate information to promote the Meade Agency, its clients, and the goals of the organizations

REVIEWED: ________________________ DATE: ________________________

APPROVED: ________________________ DATE: ________________________

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