

# Opolo

**Job Title:** Social Media Specialist

**Summary:** Opolo Vineyards is looking for a part time Social Media Specialist to join our team. This individual will work with the team at Opolo to help develop engaging content and grow our social media network. This position supports the marketing department to include: creating content, scheduling posts on social platforms, increasing community engagement and finding and connecting with target audiences.

To be successful in the role, the best-fit candidate must have the following skills and leadership attributes:

**Essential Functions:**

- Collaborate with marketing team to gather requirements, build strategy, create editorial calendar and write content for the company's social media outreach campaign
- Develop effective strategies and communications that increase our brand awareness and social media following, as well as promote Opolo products and brand culture
- Create captivating content for Facebook, Twitter, Instagram, and YouTube that result in conversations and interest by target audience while upholding company's brand identity
- Maintain editorial calendar and publishing of social media content
- Tracking and reporting on key metrics across social channels
- Write engaging content for company communication campaigns including: emails, newsletters, case studies, blog posts, and website copy
- Other duties as assigned by marketing team

**Requirements:**

- Positive attitude and good time-management skills
- Excellent knowledge of Facebook, Instagram, and other social media practices
- Excellent writing, editing (photo/video/text), and communication skills