

Bolt PR – Raleigh Social Media / Digital Account Executive

Bolt Public Relations, an award-winning public relations, marketing, events and social media agency with offices in California, North Carolina, Massachusetts and Texas, is looking for an experienced social media and digital pro to join our Raleigh, NC, team!

Responsibilities

- Act as a creative and analytical mind on the social media team
- Plan social marketing campaigns (project and annual) from concept to execution
- Define campaign benchmarks and KPIs, and analyze data to make further recommendations
- Propose creative concepts and ideas that align with client brands and drive conversions to reach business goals
- Create and post diverse shareable social content in brand voice for various clients
 - Develop content calendars
 - Take photos for social media purposes and conduct light photo editing to enhance images
 - Create basic graphics
 - Produce creative content, such as Boomerangs, stop motion, flatlays
- Monitor social channels and engage in and observe online conversations
- Conduct highly effective social media ad campaigns
- Drive/manage online listings, reviews and other reputation initiatives
- Conduct blogger and social influencer outreach campaigns
- Stay on top of all digital trends, evolving platforms, best practices and new tools
- Regularly interface with clients and create needed reporting

Requirements

- 3+ years of professional social media-specific experience in an agency environment
- Passionate and active social media end-user, both personally and professionally
- Bachelor's in marketing, advertising, communications or a related professional degree
- Superior social media knowledge, including posting strategies, trending hashtags, platform capabilities and social landscape
- Experience effectively managing multiple accounts and multitasking in a fast-paced environment
- Basic photography and/or graphic design experience a must
- High proficiency with Facebook, Instagram, Snapchat, Twitter, Pinterest and LinkedIn, as well as tools such as Microsoft Office, Canva, Sprout Social and Hootsuite
- Proven expertise strategizing, executing, managing and reporting on various Facebook and Instagram ad campaign types, and working knowledge of Pinterest promoted pins and LinkedIn ads
- Superb communication, writing/grammar, organization and attention to detail
- Team player, a positive attitude and a willingness to do whatever it takes to achieve great results!
- Preferred skills: experience developing template websites using platforms such as Squarespace; expertise with Google AdWords; proven photography and graphic design/Photoshop experience

Compensation:

Bolt PR offers a competitive salary commensurate with experience, as well as a comprehensive benefits package including paid vacation time, medical insurance and a 401K plan.

To Apply:

To be considered, please send your cover letter and resume to CareerNC@boltpr.com.