

## Senior Specialist, Social Media

### POSITION SUMMARY

The Senior Specialist, Social Media will own and implement Calabrio's social media strategy to support the company's aggressive growth objectives. This position is responsible for conceptualizing, creating, implementing and optimizing social media programs to deliver integrated campaigns that connect with our key audiences. In addition, this position will manage Calabrio's community forum to interact with the Calabrio user community and facilitate online discussions.

### CORE EXPECTATIONS

The Senior Specialist, Social Media must have expertise in community engagement through social media and online channels to create a positive experience for Calabrio's core audiences. This position will develop and implement engagement strategies that support marketing, lead generation, corporate communications, customer service and human resources/recruiting objectives.

- Manage social strategy and develop editorial calendars for brand campaigns across all social media platforms and owned channels
- Develop compelling organic and paid content to engage targeted audiences
- Write and execute day-to-day content and communication for the brand's social media platforms using established brand personality and identity
- Lead creative content development in conjunction with the digital graphic designer and vendors
- Monitor social media on a daily basis and serve as a brand advocate, engaging in conversations on behalf of the brand and collaborating with internal teams to craft responses when appropriate
- Define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success
- Identify emerging social channels and influencers and maintain partnerships with existing channels and partners
- Share and promote social selling content with Calabrio employees
- Implement and drive social policies and procedures across Calabrio
- Other core expectations will be defined by your direct supervisor/manager

**CORE COMPETENCIES**

- Strong creative writer, with ability to think strategically
- Strong competency with marketing automation tools and web analytics/tracking, especially Google Analytics and Social Media listening/engagement tools
- Experience in highly fluid, dynamic business environments
- Ability to develop marketing communications across multiple formats (web materials, video, images, etc.)
- Strong collaborator; able to quickly track down answers for community questions
- Early adopter of new technologies; exhibits curiosity and desire to learn
- Excellent written and verbal communication skills

**EDUCATION/EXPERIENCE**

- Bachelor's Degree required
- 2-4 years of experience managing social media campaigns and programs across different audiences
- Experience with targeting on social
- Community engagement experience preferred
- Experience using paid advertising to support lead generation activities, acquire fans and followers to sites
- Solid understanding of social media engagement optimization processes and procedures
- Understanding of public relations, marketing, sales and SEO

**MENTAL/PHYSICAL REQUIREMENTS**

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

**WORKING RELATIONSHIPS**

- Report to the Senior Manager, Corporate Communications
- Work closely with the demand generation team, content marketing team, product and partner marketing, HR and other employees and departments

## COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

## BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To learn more about our company please visit: [www.calabrio.com](http://www.calabrio.com).

To apply to this career opportunity, please email your resume to [recruiting@calabrio.com](mailto:recruiting@calabrio.com)

## ABOUT CALABRIO

Calabrio is a customer engagement software company that provides analytic insights that catalyze growth through customer service contact centers. The Calabrio ONE® software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015).

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