



THE  
**WELLNESS**  
WAY

Do Health Differently.

## **JOB DESCRIPTION: SOCIAL MEDIA SPECIALIST**

**Location:** *The Wellness Way Corporate Office in Green Bay, WI (Onsite)*

**Employment Status:** *Hourly*

A Social Media Specialist is responsible for overseeing one or more social media accounts for The Wellness Way brand. Their duties include executing social media posting schedules, replying to comments from subscribers, and driving engaging online conversations. Generally, their work involves getting people excited about a topic that is associated with a brand through the creation and distribution of engaging content that people identify with. They will coordinate with other professionals within the TWW team to grow the online audience, build brand awareness, and ultimately get more people to clinics as new patients.

A Social Media Specialist should understand the targeted audience for each social channel, creating persuasive content that strikes a chord with the intended audience, and unique to the typical interactions of each channel. They will work with the Social Media Coordinator who will provide the vision for the direction of the content, as well as the content calendar. The main pieces of content are provided by the graphics, video and writing department. The Social Media Specialist then posts with engaging commentary and calls to action unique to each media channel.

The goal is to achieve superior customer engagement and relationships, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

### **Essential Duties and Responsibilities:**

- Maintain company social media pages and profiles
- Invite people who engage and like posts to Follow the page
- Respond with engaging commentary to those who comment on posts in a timely fashion (within the hour)
- Be up-to-date on social media best practices and well as researching new social media strategies and trends
- Assist in creating and implementing social media calendars
- Alert leadership of negative events – assist with crisis management, bad reviews, and negative news communications when possible
- Generate, edit, publish, and share content daily with high volume (original text, images, video, and HTML)
- Build meaningful connections and encourage community members through dialog and messaging
- Moderate user-generated content and messages appropriately, based on company and community policies
- Using analytical tools such as Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Collaborate with other departments to coordinate promotions and increase reach
- Periodically attend ADP on Saturday mornings, like the comments, and interact with the community who's watching
- Performing other duties as assigned

### **Qualifications:**

- Critical thinker and problem-solving skills
- Works effectively and positively within a team environment
- Good time-management skills
- Great interpersonal and communication skills
- Demonstrates creativity and documented immersion in social media.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Displays ability to effectively communicate information and ideas in written and video format.
- Makes evident good technical understanding and can pick up new tools quickly.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Good understanding of social media KPIs

**Benefits:** No commercial health insurance offered at this time. Free care at The Wellness Way Green Bay and supplements at cost. 1-week paid vacation (increased at 3 years). Paid holidays. Gym reimbursement. Available in-house massage therapy. Unique flexible culture with multiple staff development opportunities, company outings and employee appreciation events.

**Benefits upon eligibility:** Retirement plan with employer matching.

**To apply, please submit your cover letter and resume to [careers@thewellnessway.com](mailto:careers@thewellnessway.com).**