

ACCOUNT SPECIALIST, SOCIAL MEDIA

Account Specialists support a broad range of marketing activities across clients and various target demographics/psychographics. This role works as part of the larger marketing team with the opportunity to collaborate and work as a high functioning unit.

Responsibilities Include:

- Day-to-day client service and administrative support of marketing and public relations initiatives to ensure the effective execution of client strategy and objectives
- Manage the preparation of account service-related documents such as meeting agendas and meeting reports
- Participate in and document discussions during client meetings and conference calls
- Create initial drafts of content as directed by supervisor or account lead
- Monitor for comments
- Pull and analyze social metric reports on a monthly, quarterly and annual basis
- Other duties as assigned

Required Skills

- Elevated skill and professionalism from time spent as an account coordinator
- Shows strong ability for project management
- Ability to generate creative and grammatically correct copy
- Familiarity with in-platform social posting, publishing and reporting through Sprout Social
- Expert ability to utilize Instagram, Facebook, LinkedIn, X and TikTok
- Extremely organized in all work-related actions
- Detail oriented
- Expert ability to seamlessly move from one task to another
- Actively demonstrates dedication to work
- Ability to learn quickly, take direction and work well with others
- Professional demeanor within and outside office while conducting agency business
- 2+ years of relevant professional experience

Expectation

- Know Sunwest's clients and their industries
- Develop and maintain a working-level understanding of assigned clients' industries, company culture, products/services and strategic communications plan
- Communicate with clients in a professional, efficient manner
- Continually seek ways to add value to the client-agency relationship
- Demonstrate problem-solving abilities to address client issues
- Promote a culture of excellence, creativity, integrity and kindness
- Understand and demonstrate awareness of current events and world news

Sunwest Benefits

- Competitive health insurance benefits
- Hybrid work environment with four monthly flex days and twice-monthly Flex Fridays
- Pre-tax Health Savings Account Savings Plan (HSA-SP)
- 401K with an employer match
- Immediate paid time off (PTO), including vacation days, personal days, 10 company holidays and two floating holidays
- Eligibility for new business incentive program and year-end company performance bonus