

Social Media Community Specialist/Blogger with GiftBasketsOverseas.com - Job Description

Do you tweet and use Facebook every day, all day? Is building social community so ingrained you just can't stop?

We seek a highly motivated individual with experience and fanatical passion for blogging, micro-blogging and community participation leadership. The successful candidate will join our internal marketing. Our Community Specialist/Blogger will oversee and contribute recurrent content to holistically support our customers and corporate objectives.

Competitive salary with commensurate with experience.

Qualifications and Experience

- Fluent in spoken English and excellent writer (other foreign languages are strong plus)
- Excels at research, possesses excellent writing skills and the ability to crank editorial and technical writing
- Experience or training in advertising, PR, online marketing or similar field is a strong plus
- Proficient with Microsoft Office products
- Dedicated to **blogging** and use of **Facebook**
- Demonstrated creativity in social media (really send the links)
- Demonstrated ability to map out a marketing strategy and then drive that strategy proven by testing and metrics
- Experience sourcing and managing content development and publishing
- Interest in management with further opportunity to be promoted to a manager
- Discretion to identify threats and opportunities in user generated content
- Understands social media universe including YouTube, StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, etc... **We're looking for a social media addict who maintains a personal mix of participatory expertise from among these channels.**
- Possesses functional knowledge or some minor experience with HTML
- Knowledge of search engine optimization-think including basic keyword research is a strong plus.
- Has excellent verbal and written communication skills and an ability to work individually on a project or in a team environment with minimal supervision
- Is eager to meet and exceed objectives and take on more responsibility
- Has outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines
- Ability to communicate results to management and in a fast paced environment

Essential Duties and Responsibilities

- Interact with our customers to align our services with customers' needs
- Be the eyes and ears of our brand as if your own reputation depended on it
- Build and maintain our content distribution network by way of social media channels
- Minute by minute participation in conversations that surround our content and brand, answer comments, be a mediator."
- Identify threats and opportunities in user generated content surrounding our brand, report to appropriate parties.
- Create content for feeds and snippets in various social media sites.
- Conduct keyword research including cataloging and indexing target keyword phrases
- Optimizing tags, on our feeds, sharing sites like YouTube/Flickr and search engines through copywriting, creative & keyword optimization & buzz pocket mining.
- Tag and title content, with an understanding of how the word's chosen impact natural search traffic and rankings via recurrent optimized content
- Manage and track link building campaigns, coordinated with all facets of our business.
- Create and update daily, weekly and monthly reports
- Analyze campaigns and data into recommendations and plans for revising the social media campaigns.

Please send resume and salary requirements to jobs@giftbasketoverseas.com