



SOCIAL MEDIA SPECIALIST

Imperial Pools, Inc. is the industry's largest privately-owned pool kit manufacturer and full line distributor of swimming pool products. Over our 60-year history, we market some of the best-known brands, product lines and programs in the industry today. We are growing and have immediate opportunities for the following Distribution position.

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users.

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

Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and "soft selling" the product by providing support to current and prospective customers.

Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community

- Create editorial calendars and syndication schedules, including e-blast content delivered through iContact or Constant contact
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers, like promotions and competitions

Imperial Pools is a professional, family-oriented company, is an Equal Opportunity Employer and offers a competitive compensation program including healthcare, dental and flex spending plans, 401k retirement, paid vacation and sick time. It's a great place to work!

Contact:

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