

Klapton recruiting: Social Media Officer

Why work at Klapton?

We're a small team of professionals that care about every member of our team. We have a passion for search, social media, and content platforms, where we present ourselves and inform people of our services.

Visit our website at www.klapton.com and learn more about Klapton.

Please review the job description below to find out if you have the skills necessary for this role – and if you feel passionate to join us and perform these duties:

Social Media Officer (SMO)

The Social Media Officer (SMO) is a part time employee. SMO can work from home but should attend the office at least once a week.

The SMO should understand and support initiatives that will contribute to the goals and success of Klapton, specific to social media and online publications.

Key Functional Areas of Responsibility

- Manage and create marketing and informative content to socialize and use for social media purposes (including videos briefs, case studies, blog posts, posts from analysts and customers)
- Build and nurture social media platform-specific communities and audiences
- Support SEO strategies by understanding keyword priorities and how they integrate into content marketing plans
- Assist in link building campaigns in coordination with SEO goals
- Provide reviews, reports, and recommendations as the program evolves and can be reviewed
- Research and administer social media tools in support of company's social media strategy
- Monitor and evaluate social media results in coordination with company's goals and benchmarks
- Manage the Periodical Newsletter
- Review website contents and keep the website up to date
- Produce promotional documents, such as Company Profile, Brochures and product pages
- Search and add Announcements and Publications onto the website

- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet company's goals
- Keep pace with social media and internet marketing industry trends and developments

Professional Competencies

- Passion for social media and internet marketing industries
- Outstanding ability to think creatively, and identify and resolve problems
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- Ability to clearly and effectively articulate
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organizational, project management and time management skills

Professional Skills & Qualifications

- 1 – 2 years experience in social media activity with demonstrated successes
- Proficiency in MS Excel, PowerPoint, and Word
- Experience working with popular social media advertising platforms found in Facebook, Twitter, and LinkedIn in particular
- Experience working with popular social media monitoring tools (Google, Radian 6, Twitter Search, Social Mention, Traackr, etc) and popular social media management tools (TweetDeck, HootSuite, etc)
- Experience working with CMS and building/administering content in CMS environments
- Desired: Knowledge of HTML/CSS, WordPress, and website administrations
- BS/BA degree preferred

Compensation & Benefits

- Competitive salary for part time home working
- Other benefits including private healthcare, life insurance and company pension
- Opportunity to advance your career

How to Apply

To apply for this position, send an email to info@klapton.com with “SMO Job Application” in the subject line. In the email, make sure to include your resume (in WORD or PDF preferred),



cover letter, salary requirements, and any additional information you would feel relevant for this role.