

Social Media Specialist, 402 Social

About 402 Social

402 Social is an Omaha based media company that works with clients all around the Omaha-Metro area. We offer social media management, content creation, and social media consulting for small businesses. We are seeking a part-time Social Media Specialist to manage Instagram, Facebook and TikTok accounts for clients in the food & beverage, hospitality and wellness industries.

Job Summary

The Social Media Specialist will be responsible for managing a content calendar, conducting photo and video shoots, scheduling posts, and communicating directly with clients. This is a highly independent role and requires strong organizational skills to manage multiple clients at once. 402 Social has a flexible work schedule with remote and in-office work options in the downtown Omaha area. This role is ~20 hours per week with strong potential to turn full time for the right candidate.

Job Responsibilities

- Create Quarterly and Monthly content calendars to plan upcoming posts for Instagram, Facebook and TikTok
- Visit client's locations to capture photo and video content
- Schedule social media posts on Notion and Later
- Coordinate strategic cross promotions on the @omahaplaces Instagram and TikTok accounts
- Run quarterly analytics reports for each client to analyze account performance
- Stay up-to-date on social media trends, new platforms and best practices to implement into client strategies
- Weekly communications with clients via email to get post approvals, brainstorm new content ideas, and plan upcoming shoots

Job Qualifications- this role is perfect for you if you:

- Are fluent in speaking and writing English
- You live in or around Omaha, NE and have the ability to commute around the city
- You're a recent college graduate. This position will start part-time but have a strong potential to turn full-time quickly
- You're an expert in navigating the Instagram and TikTok apps and know all the features they both offer
- You have strong copywriting skills and can easily switch your tone of voice when writing captions for different clients
- You have content creation experience and know the basics of lighting, audio, etc
- You have basic video editing experience in TikTok, Instagram Reels or CapCut
- You have experience working in Later and Notion, or are excited to learn these softwares

- You're deadline driven! You can easily manage calendars for multiple clients and ensure all posts are published on time
- You have a laptop or computer to work from (phone to film content will be provided)

Compensation & Benefits

- \$20/hour
- iPhone 14 (or equivalent) to film & edit content
- Co-working space in downtown Omaha

Note: We are a small company and currently cannot offer health insurance, although we hope to be able to offer it to full-time employees in the near future.

To apply, please fill out the application at 402social.com/careers. Applications are due by 5 pm on Friday, September 1st, 2023.