



## JOB DESCRIPTION

Date: January 10, 2012 Revision:  
Position Title: Social Media Specialist  
Department: Marketing  
Reports to: Electronic Marketing Manager

Location(s) Applicable to:  All  CA  CT  FL  IN  NC  OR  TX  
Classification:  Salaried (Exempt)  Weekly (Non-exempt)  Hourly (Non-exempt)  
Category:  Full Time  Part Time  Temporary

### Overview:

This position supports global marketing initiatives through the implementation and monitoring of social media and email marketing campaigns. This position is responsible for active communication with trade and retail customers, prospects and other industry professionals through social networking channels.

### Essential Job Functions & Responsibilities:

1. Initiate, monitor and respond to industry forum threads, blog postings, and social network communications.
2. Aid management in identifying key industry players and decision-makers in the social media realm.
3. Consult with management to aid in the creation and implementation of email marketing campaigns.
4. Maintain various marketing lead and contact databases.
5. Design, implement and report on social media contests and sweepstakes.
6. Monitor LATICRETE brands through the use of social data mining tools.
7. Aggregate, analyze and report on performance of electronic marketing campaigns via Google Analytics, Google Adwords, in-house CRM, and other data sources.

### Nonessential Job Functions:

1. Performs other directly related appropriate duties and assumes accountabilities as apparent or as delegated, including mutually agreed upon objectives.

### Job Specifications/Skills:

1. At least one year of experience in a corporate social media specialist/strategist role.
2. Knowledge in use and etiquette of social networking platforms including Facebook, Twitter, YouTube and LinkedIn.
3. Working knowledge of email campaign management/analysis and marketing automation via CRM software.
4. Experience with Google AdWords and Google Analytics preferred.
5. Hands-on experience working with standards compliant HTML 4.01 Strict or XHTML markup (tableless layouts), CSS stylesheets. Working knowledge of HTML email best practices.
6. Experience with video transcoding or YouTube publishing a plus.
7. Experience using Adobe Dreamweaver or Microsoft Visual Studio development environments.
8. Experience with graphic design and image editing software, particularly Photoshop and Illustrator, to optimize graphics for email campaigns.
9. Ability to work effectively with cross-functional teams.
10. Team cooperation – maintain positive, cooperative attitude with all employees of LATICRETE and all customers, including customers through social networking sites.



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### Job Specifications/Skills continued:

11. Ability to produce quality work under tight deadlines, work well under pressure and manage multiple priorities.
12. Proactive; ability to identify and exploit opportunities for additional social reach.
13. Excellent communication skills (written and oral).

### Minimum Educational Requirements:

1. Bachelor's Degree in communications, marketing, social media management or applicable discipline.

### Travel:

1. 10%

Reply in confidence to Human Resources, at [humanresources@laticrete.com](mailto:humanresources@laticrete.com)

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