



Social Media Specialist

Are you an independent contractor or individual looking for freelance work with experience in managing social media campaigns? Are you self-directed and able to work collaboratively with others to meet client expectations?

Green Apple Strategy, a marketing and communications agency headquartered in Nashville, Tennessee, is looking to add a part-time Social Media Specialist to The Orchard, our team of freelance specialists. This position is currently set for 5-15 hours per week.

POSITION SUMMARY

As a part-time Orchard Member, the Social Media Specialist will work alongside the Content Marketing team to manage social media campaigns for all client accounts.

RESPONSIBILITIES

- Managing and overseeing social media content for a variety of clients
- Scheduling social media content for clients through a third-party platform
- Staying up to date with the latest social media best practices and technologies
- Working with copywriters and designers to ensure content is informative and appealing
- Researching social media strategies for clients based on competitor insights and industry best practices
- Tracking social media metrics and analyzing campaign results to translate data into valuable insights for clients
- Communicating and collaborating with the Green Apple team on any updates, questions, or issues that might impact client work

SUPERVISORY RESPONSIBILITIES

None at this time.

QUALIFICATIONS

SKILLS

- Ability to understand and execute a social media strategy on many different platforms (LinkedIn, Twitter, Instagram, Facebook, TikTok, Google Business Profile)
- Knowledge of social media best practices for B2B and B2C clients
- Experience with Google Business Profile, a plus
- Basic understanding of Instagram stories and how to use the in-app Instagram Story features
- Ability to work autonomously in a fast-paced environment
- Proficient in Google WorkSpace and Microsoft Office, a plus
- Familiar with Sprout Social and Basecamp project management system, a plus

EDUCATION AND/OR EXPERIENCE

- A college degree in marketing, communications, journalism, or a related field; and/or equivalent education or experience in job-related activities is required
- Agency experience is preferred
- Experience with Sprout Social is preferred

WORK ENVIRONMENT

The Green Apple team follows a virtual workplace model. As a part-time employee, you will be part of The Orchard—Green Apple’s team of freelance and contract specialists. The Orchard is composed of creative specialists from across the country who serve Green Apple’s clients.

The Green Apple team does have periodic scheduled meetings with members of the Orchard hosted on Zoom. The Social Media Specialist should have the ability to communicate with and deliver tasks to Green Apple team members during business hours (9 am - 5 pm CST).

COMPENSATION & BENEFITS

Part-time employees are paid based on an hourly rate that is determined based on experience and expertise. The amount of hours for this position currently varies between 5-15 hours per week. Orchard members are asked to log their hours each week and are paid bi-weekly.