



## Social Media Strategist

### POSITION SUMMARY

Green Apple Strategy is looking to add a **Social Media Strategist** to our team. This role will be housed in the Orchard, Green Apple's creative collective. Orchard members are 1099 contractors who work on a project basis for Green Apple. This position will be key in driving the social media strategy for a diverse range of client accounts, working closely with the Content Marketing, Client Relations, and Strategy teams. The Social Media Strategist will oversee the creation, execution, and optimization of social media campaigns to achieve client goals across various platforms. This person must stay on top of trends, new platforms, and industry shifts to ensure our clients' brands remain relevant, engaging, and impactful.

### RESPONSIBILITIES

- **Develop and Execute Social Media Strategies:** Lead the strategy and planning for social media campaigns, aligning with client objectives and industry trends. Craft data-driven strategies that resonate with target audiences across platforms like LinkedIn, Instagram, Facebook, TikTok, X, and more.
- **Content Execution & Leadership:** Collaborate with copywriters, designers, and other content creators to ensure all social media content is engaging, consistent with brand guidelines, and optimized for each platform.
- **Campaign Management & Optimization:** Oversee the end-to-end execution of social media campaigns and monthly social media content for clients. Monitor, test, and optimize content to improve engagement, reach, and ROI.
- **Audience & Competitor Insights:** Analyze competitors, audience behaviors, and emerging social media trends to refine strategies continuously. Use social listening tools to stay ahead of the curve and deliver fresh insights.
- **Social Media Analytics & Reporting:** Measure the success of campaigns using key performance indicators (KPIs) such as engagement, reach, impressions, click-through rates, and conversions. Provide actionable insights and reports that demonstrate the impact of social media efforts for clients.
- **Community Engagement & Reputation Management:** Develop and execute strategies for community engagement that foster brand loyalty, including responding to comments, direct messages, and mentions across social media platforms.

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615.305.3460 | greenapplestrategy.com

- **Collaboration and Communication:** Work closely with the Green Apple team, providing regular updates and proactively addressing any questions or concerns. Ensure that all social media activities are aligned with overall marketing and business objectives.

## *SUPERVISORY RESPONSIBILITIES*

None at this time.

## QUALIFICATIONS

### *SKILLS*

- Expertise in developing and executing multi-platform social media strategies for B2B and B2C clients (LinkedIn, Instagram, X, Facebook, TikTok, YouTube, Google Business Profile, etc.).
- Strong knowledge of current social media best practices, trends, and tools, with the ability to adapt quickly to platform updates and emerging features.
- Proven ability to analyze social media performance and use data-driven insights to improve content strategies and drive business outcomes.
- Experience with social media and analytics tools (e.g., Sprout Social, Agorapulse, Later, Google Analytics, etc.) to track campaign performance and adjust strategies.
- Ability to create engaging, high-quality content across platforms and collaborate effectively with designers and content creators to ensure cohesive brand messaging.
- Familiarity with paid social advertising (e.g., Facebook Ads Manager, LinkedIn Ads) and the ability to integrate organic and paid strategies for maximum impact.
- Experience with graphic design, photo and video editing, and publishing, a plus
- Strong project management skills and the ability to juggle multiple clients and campaigns in a fast-paced, remote work environment.

## 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.
- At least 3-5 years of experience in social media strategy, preferably with agency experience or working with diverse client portfolios
- Experience working in a virtual or distributed team environment is a plus.

## WORK ENVIRONMENT

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All Orchard members are 1099 contractors and work virtually for Green Apple. The Orchard houses creative specialists nationwide who serve Green Apple's clients.

The Green Apple team will have periodic scheduled meetings with members of the Orchard hosted on Google Meet. The Social Media Strategist should be able to communicate with and deliver tasks to Green Apple team members during business hours (9 am - 5 pm CST).

All work is managed through Green Apple's project management system, Basecamp. Time should be tracked by the contractor and submitted for payment to Green Apple's accounting team. Payment terms and rates will be negotiated before the new contractor is onboarded.

#### COMPENSATION

- **Hourly Pay:** 1099 contractor position. Time will be tracked and submitted by invoice. Hourly rate based on experience and expertise.
- **Hours:** This role typically offers 5-30 hours per week, depending on client needs.

#### APPLY

To take the next step in the application process, please send your resume, LinkedIn profile, and examples of work to [info@greenapplestrategy.com](mailto:info@greenapplestrategy.com) with the subject line: Applying for Social Media Strategist position.

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