**Social Media Marketing Specialist**

INSOLAR is a technology company that connects solar customers with the best solar panel installers at the lowest prices in the market using Artificial Intelligence. We are looking for a social media marketing specialist who will administer the company’s social media marketing and advertising.

Essential duties and responsibilities includes but not limited to:

* Create social content optimized for major social platforms including Facebook, LinkedIn, YouTube, Twitter and Instagram
* Develop and administer online marketing campaigns, brand awareness and reputation
* Facilitate online conversations with customers and respond to social media posts, comments and inquiries in a timely, formative, appropriate way
* Develop optimal posting scheduling, considering customer engagement metrics and best practices
* Collect customer data and analyse interactions and visits, effectively use this information to create comprehensive reports to improve future marketing campaigns.
* Partner with the business development team to develop and execute social media strategies to drive sales and increase engagement with existing and potential customers.

Qualifications:

* Excellent organizational skills and attention to detail
* Great verbal and written communication skills
* A proactive self-starter eager to learn and develop their skills as part of a fast-paced team with a dedication to quality control over projects
* Experience in social media marketing preferred