

## **Social Media Specialist**

IANA Health, LLC seeks a motivated individual with an interest in healthcare, particularly substance use and behavioral health, who has broad skills in social media and communications. The individual will oversee the development and execution of awareness and engagement social media campaigns and the daily content and presence across all social media platforms. You must truly enjoy social media and understand its opportunities and limitations.

### **Key Responsibilities:**

- Develop, maintain, and execute an integrated content calendar across the website and social media platforms in alignment with overall goals and the marketing plan.
- Create compelling content in appropriate formats across the website and social media platforms.
- Monitor and respond to questions, comments, suggestions, and concerns across Facebook, Twitter, Instagram, and other channels in a timely manner.
- Review weekly reports for each platform using Google Analytics, twitter Analytics, fb Insights, etc.
- Develop and expand relationships with key influencers.
- Assist with other activities and tasks as needed.

### **Desired Qualifications:**

- Proven excellent writing and editing skills.
- Thorough knowledge of social media platforms and their analytics/insights generation capabilities.
- Understanding of building, growing, and maintaining online engagement.
- Understanding of the organic and paid aspects of fb, twitter, Instagram, LinkedIn.
- Proficient with WordPress, MailChimp, and social media automation tools.
- Proficient with Microsoft Office suite.
- Proficient with design software.
- Strong interpersonal, communication, and organizational skills.
- Ability to work in a startup environment. Self-started with an interest in healthcare.

**Job Type:** Contract, Part-time or Full-time

### **How to Apply:**

Send your cover letter and resume to [hr@ianahealth.com](mailto:hr@ianahealth.com). If we feel there could be a mutual fit, we will contact you to follow up.