

# Position Specification

## Shelli Herman and Associates, Inc.

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### Social Media Marketing Associate



## Organization

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Shelli Herman and Associates, Inc. (SHA) is a retained executive search firm specializing in finding senior leaders for exceptional organizations. Firm Founder and President Shelli Herman established SHA in 2011 to provide innovative and tailored recruitment solutions that are responsive to each client's needs. Our clients span industries and range from some of the nation's largest companies to entrepreneurial start-ups. We also have an extensive higher education and nonprofit practice. Defined by our commitment to high-touch client service, the SHA team pride themselves on serving clients as strategic partners and delivering superior results.

For more information about our firm please visit: [www.shellihermansearch.com](http://www.shellihermansearch.com).

## Position Concept

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Shelli Herman and Associates, Inc. seeks a Social Media Marketing Associate (SMMA). The SMMA will report to the President, Shelli Herman, and will work closely with SHA's Director of Search Operations. This leader will be responsible for evolving and elevating SHA's web-based and digital marketing strategy. This will include:

- Creating actionable plans to maintain and grow SHA's online presence.
- Developing visual and written materials to post online, playing a direct role in content conception, production, and distribution:
  - Writing, posting, and promoting articles for the SHA blog.
  - Creating and posting LinkedIn and Facebook content to promote awareness of and respect for the firm, including search specific announcements; curating and posting external content that advances the firm's reputation.
  - Conceiving of and executing engaging digital content and ads.
  - Recommending other forms of media (e.g., podcast, webinars, etc.) that may be impactful in relation to competitors in the sector.
- Designing job descriptions using already written and approved content and posting them on relevant sites, as needed.
- Continually assessing the effectiveness of the content that is posted, the SMMA will monitor social media platforms, analyze traffic to determine which types of posts/content produce the desired results utilizing in-platform analytics and other tools, and adjust strategy as needed.
- Recommending changes to SHA's social media strategy and methodologies using the latest social media trends, best practices, and technologies.
- Updating, evolving, and innovating the firm's website in an ongoing manner in ways that ensure perception of the firm is positive and reflects our position as a leader in executive search.
- Collaborating with the President and Director of Search Operations to ensure a consistent SHA brand voice and visual across all platforms.

The successful candidate will have a demonstrated ability to meet organizational goals using a diverse strategy of original and curated content, supervising the process from conception through execution. This individual must be a skilled storyteller who is comfortable using video, graphics, and text to convey messages across a wide variety of media. From day one, the SMMA will need to focus on developing and maintaining a social media content strategy to raise the profile of the organization, position the organization as a thought leader in executive search, and expand the reach and visibility of the firm.

## Candidate Qualifications

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The Social Media Marketing Associate must possess and project the utmost integrity and highest standards of professional conduct. Expected qualifications include:

- Professional experience creating regular, varied, and compelling content and interpreting efficacy across multiple platforms, including but not limited to: LinkedIn, Facebook, YouTube, and Twitter.
- Demonstrated ability to manage and grow a firm's online presence, focusing on key topics, information, and images that will appeal to the target market and are relevant to SHA's work.
- Comprehension of visual design principles and sufficient experience with graphic design platforms, such as Canva or InDesign, to allow for an efficient design process.
- High-level competence with Wordpress, Microsoft Office, and Adobe Acrobat; experience with video editing software.
- Current knowledge of and a commitment to keeping abreast of the latest trends, advances, platforms, and regulations relating to SHA's social media and marketing.
- This exceptional communicator will understand narrative and what creates captivating content. A skilled writer and copy editor with an eye for detail who can take on the voice of the firm, utilizing an appropriately professional writing style.
- A collaborative self-starter who thrives in a fast-paced, input-rich environment as part of a dedicated and agile team.
- An adaptable multi-tasker, with the ability to control and move forward on several priorities simultaneously. This includes switching priorities as required without losing momentum and a history of success carrying out the components of a multifaceted social media/digital marketing strategy.
- A style characterized by openness, accountability, humility, and creativity, coupled with a strong commitment to SHA's dedication to professionalism and exemplary service. Every SHA team member models a strong customer service orientation and willingness to find solutions to complex problems and answers to unconventional questions.
- The SHA team does what it takes to get the job done. Consequently, the successful candidate will be a highly energetic, forward thinking, solutions-focused individual with a strong work ethic as well as an enthusiastic and passionate approach to work.
- Ability to exercise tact in dealing with sensitive, nuanced, and confidential issues and situations.

## Hours, Structure, and Compensation

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The Social Media Marketing Associate position is a part-time role that will require approximately 20 hours/week. The Associate's schedule is flexible within the context of ensuring the ongoing development and implementation of SHA's marketing strategy and delivering project-based assignments on the needed timing.

Shelli Herman and Associates, Inc.'s corporate office is in Los Angeles, California. This Associate will work remotely.

The compensation for this position is negotiable and commensurate with experience.

## Education

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The successful candidate will hold a bachelor's degree, preferably in marketing, communications, public relations, or a related field.

## Process

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A review of applications will commence immediately, continuing until the position is filled. Interested individuals are encouraged to submit their credentials as soon as possible for full consideration. Complete applications should be submitted electronically and should include a cover letter and a current resume reflecting all work experience.

## Contact

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*For more information about our firm, please visit our website at*

[www.shellihermansearch.com](http://www.shellihermansearch.com)