

SOCIAL MEDIA MANAGER – JOB DESCRIPTION



SUMMARY

Chain | Cohn | Clark is one of the oldest law firms in Kern County, and since its establishment has been deeply connected to its community, with a strong public relations presence for the last several decades. This social media manager position assists with creating, implementing and maintaining the marketing and public relations initiatives through its various social media outlets, under the direct supervision of the Director of Marketing and Public Relations. Responsibilities include developing and executing social media strategies to enhance our online presence, engaging with our audience, and promoting our legal practices effectively. Expertise in social media platforms, content creation, and community management will play a critical role in driving brand awareness, fostering client relationships, and ultimately supporting the growth of our firm's online presence.

DESCRIPTION

This social media manager position is paid and part time, not exceeding 30 hours per week.

RESPONSIBILITIES

- Develop high-quality and engaging content – including written posts, graphics, videos, and infographics – to share on various social media platforms.
- Maintain all social media channels including Facebook, Twitter, LinkedIn, Instagram, YouTube, and Tik Tok.
- Ensure consistent brand messaging and visual identity across all social media platforms to reinforce the firm's professional image and reputation.
- Proactively interact with the online community, respond to inquiries, comments, and reviews, and foster a positive and supportive environment for followers.
- Maintain paid advertising campaigns on platforms to increase visibility, reach clients, and generate leads.
- Monitor social media metrics, track key performance indicators (KPIs), and provide regular reports with insights to optimize social media strategies.
- Stay up to date with industry trends and best practices in social media marketing, content creation, and community management, implementing new approaches when appropriate.
- Monitor online reviews and address any feedback promptly while emphasizing positive client experiences.
- Coordinate with the marketing team to integrate social media efforts into broader marketing campaigns and initiatives.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or a related field; alternatively, enrolled in a marketing, communication or related college degree program.
- Proven work experience as a social media manager, ideally in the legal or professional services industry.
- Demonstrated success in implementing effective social media strategies to grow a brand's online presence.
- Strong understanding of various social media platforms, their algorithms, and best practices for each.
- Exceptional writing skills with the ability to craft engaging and persuasive content.
- Proficiency in using social media management tools and analytics platforms.
- Excellent communication and interpersonal skills, with the ability to interact professionally with clients, colleagues, and online followers.
- Creative thinking and a keen eye for visual design to create captivating social media content.
- Knowledge of personal injury law or the legal industry is a plus but not required.
- Thrives in both an independent and team setting; excellent organization and time management skills; highly motivated; reliability and a great attitude are both a must.
- Ethical and professional conduct, maintaining confidentiality and compliance with legal and ethical standards.
- Spanish preferred but not required.