

## Position: Social Media Specialist

### About Interstate Supplies & Services

Interstate Supplies and Services (ISS) has been providing superior service to customers since 1995. With over 25 years of experience and a commitment to excellence, we have earned our reputation as the best Outdoor Power Equipment Store in the Charlotte Metro Area. We offer the highest quality of products and services available in today's market.

Located in Stallings, NC (just outside of Matthews), we specialize in Outdoor Power Equipment (OPE). Offering Sales, Parts and Service, we truly are a one stop shop.

We carry most of the nation's (and world's) leading brands of OPE. Some of our brands include Stihl, Echo, Exmark, Wright, Hustler, Bradley Mowers, Billy Goat, and Greenworks Commercial (just to name a few). We at ISS do everything from sales to service on these brands to ensure customers can count on us for ANY OPE needs.

As a family-owned business, we find it important to distinguish ourselves from the big box retailers and other chains. We pride ourselves on delivering the best deals to our customers with great customer service. Our customers include both residential and commercial accounts, so we carry a wide range of products. It is our goal to understand each customer and their individual needs.

### Job Responsibilities:

#### General Responsibilities:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
- Generate, edit, and publish daily content that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices then act on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation - Identify key players and coordinate actions
- 40-hour work week with extended hours during season

#### Daily Responsibilities:

- Begin each workday with a positive attitude by encouraging each person to meet their daily goals and develop a sense of "team" across departments
- Continually seek technical and product knowledge, staying abreast of new developments

#### Weekly Responsibilities:

- Meet with service, parts, and sales managers to review ideas to improve communication with the respective departments

- Meet with Management Team for departmental overviews of goals and objectives for the week. Discuss promotions and opportunities for the department as well as opportunities to exceed expectations

#### Monthly Responsibilities:

- Meet with General Manager to discuss results from the previous month and to review goals and objectives for the upcoming month.
- Discuss any employee issues and improvement processes implemented to correct performance issues

#### Quarterly Responsibilities:

- Meet with service, parts, and sales managers to review ideas to improve communication with the respective departments
- Meet with General Manager to discuss improvement processes to be implemented during the next quarter

#### Annual Responsibilities:

- Meet with Management Team to discuss year-end results, goals and objectives for the upcoming year

#### Job Requirements:

- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Experience with the Adobe Creative Suite, Canva, or another design platform
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude - Detail and customer oriented with good multitasking and organizational ability

### Our Values

#### Leadership

At ISS, our customers always receive the quality and service that one would expect from a leader. Our company is in a state of constant evolvement as the needs of our customers and the state of the market is perpetually shifting. By working with us and shopping our store, our customers can rest easy knowing that they are getting the latest developments in the industry. By staying focused on being a leader of the industry, we only hire the best. Our sales representatives are extremely knowledgeable and ready to assist customers over the phone or in person.

#### Customer Relations

Our utmost priority is customer satisfaction. The customer is important to us, so they can expect us to go the extra mile for them and/or their business. Our superior customer service is the hallmark of Interstate Supplies and Services. We pride ourselves on partnering with our customers to ensure an awesome in-store or over-the-phone experience.

Our friendly and professional staff is always willing to work with the customer to achieve the best possible outcome. It does not matter if they are looking to get some blades sharpened or to buy a whole new mower, they will be treated equally.

#### Teamwork

Our store could not function without good teamwork from every employee. Many times throughout a day, a call will come in or a customer will walk through the door that requires multiple employees' attention. We rely on good communication and transparency between our employees.

Teamwork goes beyond working well with your fellow employees and extends to our customer base. We understand that every person walks in here with a different goal in mind and it is our job to help them reach that goal. We partner with the customers and include them as part of our team to ensure we tailor the experience of each customer.

#### EEO Disclosure Statement:

Interstate Supplies & Services is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Interstate Supplies & Services prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Interstate Supplies & Services conforms to the spirit as well as to the letter of all applicable laws and regulations.