



*Our Community Table*

## Social Media Specialist Job Description: Top Duties and Qualifications

The Social Media Specialist is responsible for overseeing social media accounts for Uptown Farmers Market. Social Media is part of our overall marketing strategy with the primary goal of raising awareness of our market and thereby increasing visitors to come shop at the Uptown Farmers Market. As we celebrate our fourth year, our 2023 goal is to grow our average foot traffic to over 2,500 weekly patrons. Followers on our current social media accounts include Instagram (5,900) and Facebook (1,400). In line with our overall market strategy, we desire to grow Instagram to 9,000 followers and Facebook to 2,000 each as these serve as key drivers of growth. We would also be open to including other social media platforms like TicTok.

### Qualifications:

- Ability to develop and implement a social media strategy to support growth goals
- Ability to monitor online activity to reply to comments, follow key accounts, respond to messages and use key hash tags to promote all aspects to fully support the three objectives of the market: supporting local farmers and food artisans, nutrition education, and addressing food insecurity
- Build online community by writing strong, compelling captions, use fun stories to engage audience, design creative visuals, repost interesting vendor info, like tagged photos and comment as appropriate on tagged content

### Duties:

- Post three times per week minimum to keep followers engaged and create new followers. On Saturday mornings, create and post story videos from the market and actively repost vendor and patron promotional posts.
- Recommend when to boost a post
- Engage with key media influencers online
- Encourage greater social media participation by followers and vendors by using analytics features on FB and Instagram
- Keep accounts updated with current information
- Identify opportunities to influence public perception through audience engagement of social media influencers to support and promote the Uptown Farmers Market.
- Regular coordination with market managers to evaluate content and frequency of posts, boosting posts, and evaluating effectiveness of market social media strategies, using various online analytical tools
- Other duties as needed

Compensation: This internship pays \$25/hour and assumes a 5 hour/week commitment so approximately \$500/month. Invoices submitted bi-weekly to [info@uptownfarmersmarket.com](mailto:info@uptownfarmersmarket.com)

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