

SOCIAL MEDIA STRATEGIST

Social media strategists develop, manage and track Internet content on their employer's social media pages. Because of the popularity of social media, social media strategists play a crucial role in defining agriculture's brand to the masses.

WHAT RESPONSIBILITIES WILL I HAVE?

- Maintain familiarity with existing social media outlets and commitment to knowledge of new outlets
- Write effective content for the web
- Support digital campaigns that have social media components and provide thought leadership and tactics to drive optimum consumer and commercial engagement
- Manage day-to-day social editorial calendar for social media channels and drive participation
- Protect the organization and its brands by responding to issues that arise in social media
- Maintain familiarity with social media analytics metrics and resources
- Record social media analytics and performs forecasting for marketing to achieve sales objectives
- Draw conclusions and makes recommendations based on campaign analysis
- Manage external vendor relationships
- Lead and manage marketing projects, including planning, budget and status reporting
- Monitor and analyze metrics and outcomes of marketing programs
- Track and report on budget for assigned programs
- Suggest, develop, and implement tests and mail strategies for assigned programs



WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's degree or higher in communications or agricultural communications

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, English, communications, graphic design, computer courses

TYPICAL EMPLOYERS

Small to large-scale agricultural companies

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- AgChat Foundation
- Public Relations Society of America
- National Agri-Marketing Association

AVERAGE ANNUAL FULL-TIME SALARY

\$46,000