

TrustWorkz®

Content Marketing & Web Presence Management



Web Operative

Job Description:

Are you an expert in the social media platforms, skilled in the visual arts and excel in written communication? Do you enjoy engaging with online communities? Are you able to empathize with customers? If so, you may be the ideal candidate to join our team.

We are TrustWorkz, Inc., the leading provider of web presence management. A WebOp is a creative and motivated individual who creates content for the social media platforms for each client, engages with our clients' communities on a daily basis, measures social media metrics, and creates and executes new social media strategies to increase customer awareness and loyalty and increase profitable sales.

This Web Operative position is accountable for overseeing the day-to-day web presence of all assigned clients.

Principal Accountabilities:

- Represents each client to the online community
- Establishes rapport and builds relationships with clients
- Interacts with communities across all social media platforms. (Facebook, Twitter, YouTube, Google+)
- Produces web content for use in social media channels, blogs, contests and marketing campaigns
- Measures and reports results of social media strategies and promotions
- Contributes new ideas to ongoing social media strategy

Desired Qualifications:

The candidate should have a university degree in English, Marketing, Journalism or a related field. WebOps must have excellent grammar, spelling, and communication skills, up-to-date computer skills and the ability to keep up with new technologies, including a working knowledge of Web-based research tools. WebOps must have experience in digital communications or online community building and proficiency in social media platforms (Facebook, Twitter, YouTube, Google+), content management, measurement tools and analytics. We also anticipate that WebOps will have basic multimedia skills (photo and some graphic design), experience using visual mediums in social media and have blogging experience. This position has responsibility for the overall quality of each client's web presence.

Key Competencies:

- passion about the digital culture: it's not just something you know, but an integral part of your daily life
- strong attention to detail
- sense of responsibility for providing excellent service for clients
- self-discipline requiring little supervision
- ability to work collaboratively with a group or individually
- excellent written and verbal communication skills
- organization and planning skills
- problem analysis and problem-solving skills
- empathy with clients
- persuasiveness
- adaptability
- flexibility
- sound judgment