



Position: Social Media Marketing Specialist (Internship)

Summary: Research, recommend, implement and manage a Social Media Marketing Plan

Job Description:

- Develop and manage content across multiple platforms including company website
- Ensure consistent brand messaging
- Research and create content to effectively market the various brands and products under the GBC umbrella
- Monitor and respond to any unfavorable blog posts or social media posts
- Work closely with business unit managers to understand and align social media marketing with both business unit and corporate goals
- Promote and incorporate GBC's Core Values into messaging
- Utilize employee and customer testimonials to promote the GBC brand and increase social media presence
- Develop and incorporate YouTube videos in social media marketing
- Assure all social media messaging has been reviewed and approved by Compliance
- Research, recommend and implement a social media management system
- Development and implement a method for tracking and analyzing the effectiveness of social media marketing