

JOB DESCRIPTION – Social Media Administrator

Name of Host Worksite: Commercial Aircraft Interiors
Type of Business/Organization: Manufacturer
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City & Zip Code: Burlington, WA 98233

Job or Project Title: Social Media Administrator

Worksite Location (where the work will take place): 1415 Pacific Drive, Burlington WA

Number of Interns: 1

Number of Supervisors on Project: 1

Send Resume to: hr@cai.aero

JOB or PROJECT DESCRIPTION

Required Skills and Abilities

Duties: Present Responsible for implementing campaigns through websites, email marketing, social media and online advertising.

- Maintains a focus on customer satisfaction (internal and external).
- Prepares and distributes company newsletter.
- Managing the day-to-day running of the company's main social media accounts
- Converting an online shout out audience into cold call opportunities for sales team
- Developing a social media presence across a range of campaigns and day to day activities
- Advising colleague's on hot online topics, website traffic numbers and potential social media story lines.
- Assist in setting up or optimizing analytics tools for tracking visitors' behaviors.
- Development of a social media strategy that will support the objectives of a company's business plan
- Creating an online community of people who can market to and keep in touch with company Business Strategist
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.
- Collect and analyze Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click.
- Supporting the online media campaigns of the company in any way possible

- Writing up social medial content and activity proposed by Business Strategist
- Helping with the management of content on the corporate website
- Creative and able to think artistically
- Communicating with people in an emotive and supportive manner
- Excellent attention to detail, particularly in written content
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
- Skilled in the use of Microsoft Office products (Outlook, Word, Excel).
- Demonstrated abilities in problem-solving, critical thinking, and basic mathematics.
- Strong organizational skills and a high level of attention to detail.
- Good interpersonal and communication skills.

Preferred Skills and Abilities

- Aptitude for working independently with minimal supervision, meeting or exceeding production targets without jeopardizing quality.
- Bachelor’s Degree in Business Administration, marketing, or related field.
- Experience creating print and digital marketing publications and presentations using various software applications.
- Possess and demonstrate a thorough understanding and a working knowledge of all phases of the job.
- 0-2 Years (L1), 2-5 Years (L2), 5-8 Years (L3), 8+ Years (L4) of experience in a related job role.

Work Schedule – *estimated schedule* - Days / Hours per Day:

Start Date: 7:30 am End Date: 4 pm Monday - Friday

DUTIES AND RESPONSIBILITIES – *List the specific duties and tasks which will be the regular function and responsibility of the Trainee:*

- Implements established sales strategy that ensures personal, and company sales goals are achieved.
- Routes qualified opportunities to the appropriate sales executives for further development and closure.
- Sources new sales opportunities through inbound lead follow-up and outbound cold calls and emails.
- Coordinates with other members of the sales team and team leaders as needed to generate sales and provide excellent customer service.
- Maintains clean and updated records for all leads and customers.
- Communicate important feedback from customers internally.
- Stays up-to-date with new programs, products, and services.
- Supports the business development team with marketing materials, presentations, and social media programs that expand the company’s brand and marketing presence.

- Provides an accurate representation of the company to all potential and current customers.
- Maintains a focus on customer satisfaction (both internal and external).
- Organizes materials, data and workflow to ensure task requirements are achieved.
- Reads, interprets and adheres to work instructions, regulations, manuals, and quality procedures.
- Communicates work project status to supervisor. Provides accurate and concise written communication, with appropriate detail.
- Ensures on-time completion of tasks, reviewing work for quality and completeness.
- Takes into consideration and participates in activities which fulfill compliance requirements to the AS9100 Quality Manual, Repair Station & Quality Control Manual, Training Program Manual, Production Approval Manual, Employee Manual, as applicable.
- Exemplifies good work practices and behaviors; operates with integrity, treats others with respect, demonstrates reliability and teamwork, initiative and creativity, problem solving and decision making.
- Demonstrates clear and effective communication, both verbal and written. Prepares, maintains, and submits accurate paperwork as required, including job reports, timekeeping records, etc.
- Adheres to all applicable environmental, safety and health, and operations procedures and directives. This includes proper use of personal protective equipment in accordance with manufacturer specifications, Safety Data Sheets (SDS), and company guidelines.
- Knows, understands, adheres to Company organizational policies and procedures; aligns with and represents CAI's mission, vision and core values.
- Performs other related tasks as assigned, some of which may become essential to the position.

REQUIREMENTS:

OCCUPATIONAL SKILLS— *List the minimum occupational qualifications initially required to do the work:*

See duties & responsibilities

List the specific workforce and occupational skills which will be learned:

- Contact With Others — 85% responded “Constant contact with others.”
- Electronic Mail — 74% responded “Every day.”
- Face-to-Face Discussions — 66% responded “Every day.”
- Importance of Being Exact or Accurate — 57% responded “Extremely important.”
- Electronic Mail — 100% responded “Every day.”
- Spend Time Sitting — 78% responded “Continually or almost continually.”
- Telephone — 50% responded “Once a week or more but not every day.”
- Duration of Typical Work Week — 65% responded “More than 40 hours.”
- Freedom to Make Decisions — 52% responded “Some freedom.”

13-1161.01 - Search Marketing Strategists

- Using the attached **Workforce Skill Standards** (see attachments, page 15-16), please check off the Workforce Skill Standards which you expect to be achieved during the training,*
- O*Net (www.onetonline.org) can be used as a reference for identifying occupational skills.*

Reference: [13-1161.01 - Search Marketing Strategists \(onetonline.org\)](#)

DRESS CODE - *Indicate appropriate attire including any safety gear required for the worksite.*

- Professional casual business attire is required.

MATERIALS - *List the materials supplied by you; materials needed:*

- Workstation, basic office supplies and LAN line telephone

EQUIPMENT PROVIDED – *Describe any applicable equipment, tools, and machinery the Intern will use, and applicable safety procedures for your workplace:*

- Workstation, basic office supplies and LAN line telephone

JOB SITE TRANSPORTATION NEEDED – *Explain what transportation, if any, will be necessary; vehicles provided and estimated miles round trip: NONE*

CONTINGENCY PLANS – *Alternate plans for the trainee when conditions prevent work from proceeding on the project, e.g.: weather conditions, accelerated completion, etc. Trainee will be sent home with no compensation once a minimum of 4 hours have been completed.*

ON SITE TRAINING AND FORMAL TRAINING – *Trainee will receive hands-on training from Senior Technical Sales Manager and other experienced leadership. Training received will be transferable after 6 months of continuous apprentice training.*

ADDITIONAL PROVISIONS – *Amazing hygiene, clothing that is professional and clean*

Authorized Signature

Print Name

Date

Title