

SOCIAL MEDIA INFLUENCER

JOB DESCRIPTION

Ameritax Financial & Consultants, Inc. is a full-service, year-round accounting firm with over 400 years of professional legal and accounting expertise within our walls. We've been delivering accounting, bookkeeping and a full array of tax services to our clients for over 22 years, but we're not just fulfilling accounting obligations... we're fulfilling essential elements of operations and management control to hundreds of businesses across the country.

We are now implementing an expansion strategy, and we're especially excited to build our influencer marketing into a formidable channel that drives sales. We want to grow and support an audience of millions across all forms of media. We're looking for a strong, energetic and well-connected influencer to join our virtual team and serve as the esteemed supporter of our incredible brand.

Responsibilities include:

- **Oversee consistency of the brand with the express objective of growing brand recognition, mindshare and growth.**
- **Manage the creation of social media strategies, and the planning and execution of successful social media and influencer campaigns.**
- **Maintain open, friendly relationships with viewers and followers.**
- **Convey the indulgence and authenticity of our brand.**
- **Exhibit unwavering support of our company's vested interests.**
- **Craft, edit and schedule pertinent content publications across all platforms.**
- **Adhere to spontaneous and organic influencer profiling cultures.**
- **Total and efficient management of all follower communities.**
- **Adhere to all established social media guidelines and protocols both public and private.**
- **Forecast and track key account metrics; prepare and deliver insightful reports to the management team.**
- **Collaborate with the Sales Team to identify and grow opportunities.**
- **Update job knowledge by staying up to date with the latest trends of the industry, both company-sponsored and industry-sponsored.**
- **Enhance department and corporate reputation by exploring opportunities to add value, services and/or customer service.**

Requirements

- Demonstrable experience as a Social Media Influencer.
- Demonstrable established following.
- Phenomenal understanding and knowledge of social media networking platforms.
- Ability to build new relationships and grow via social media platforms.
- Niche mentality and total immersion in our brand.
- Ability to maintain and retain existing relationships.
- Excellent proficiency in social media management platforms such as Zoho, Buffer, Hootsuite and others.
- Familiar with VSCO, Face tune, Lightroom, Photoshop, Snug, Unfold, etc.
- Ability to work under pressure and prioritize tasks.
- Ability to work in a team or individually as situations dictate.
- Self-starting, hardworking, ambitious and personally motivated to **BE THE BEST!**
- Ability to predict trends as well as acknowledging current trends.
- Ability to handle social “hate” and negative opinions.
- Understanding of legal consequences and Internet protocols.
- Experience or proven ability to deliver client-focused solutions.
- Ability to multi-task and juggle multiple accounts while maintaining attention to detail.
- Excellent listening, speaking and presentation techniques.
- Self-motivated and able to thrive in a results-driven environment.
- Willing and able to work remotely with minimal guidance.
- Multilingual a plus, but not required.

Skills & Proficiencies

- Excellent verbal/written communication and presentation skills.
- Critical thinking and problem-solving skills.
- Excellent time and project management skills.
- Outstanding analytical, interpersonal and organizational skills.
- Prospecting and people skills.
- Client-focused solutions mentality and relationship-building passion

Chain of Command

This position reports to the Chief Commerce Officer.