



Social Media Specialist:

IBB Design Fine Furnishings, located in Frisco, Texas, offers over 90,000 square feet of a diverse mix of name-brand home furnishings, luxury home décor, and accessories hand-selected by its designers from markets around the world. Five-time winner of "Best Furniture Store in the United States". "The best place to shop for furnishings with style and luxurious designer details", IBB's sizable inventory offers something beautiful for every budget.

The IBB Social Media Specialist will assist with building and executing a social media strategy. They will help create social marketing campaigns across multiple platforms to build awareness and spread the IBB Brand messaging as well as drive targeted traffic to the sites as well as a few key events hosted by IBB. This will include updating and managing daily social media communications with clients, potential customers, and designers. They will help build and track engaging social media coverage, create influencer lists, conduct research on targeted audiences, collaborate with marketing to create social media content, perform weekly market research, optimize social media accounts, and provide reporting. They must have strong communication and social writing skills. They will work in the Marketing Department to increase IBB Design social account visibility. They will collaborate with the marketing graphic designers to help create graphics needed for posting across all social networks.

Come with exciting fresh new ideas and show us your trending posts!

REQUIRED Skills / Proficiency:

- One to two years of college experience in social media, internet marketing, communications or similar field degree.
- Must be PC proficient with posting and writing in social channels including Meta (Instagram, Facebook), Pinterest, X (Twitter), Snapchat, TikTok, Google business, LinkedIn, etc.
- Strong working knowledge in creating social video and reels.
- Strong working knowledge in proper hash tagging techniques.
- Strong working knowledge in MS Office suite.
- Strong written communication and social skills
- Must have public relations skills.
- Must stay current on trending topics and social media tactics and changes.
- Must be friendly, hard-working, dependable, and self-motivated with an outgoing personality.
- Must have the ability to multi-task and have excellent organizational and proofreading skills.
- Must have social analytics reporting skills and be able to track media engagement and trends.
- Must have Strong web research and social media management skills.