

Job Posting Analytics

Emsi Q4 2021 Data Set

January 2022

Emsi Burning Glass



232 N. Almon St.
Moscow, Idaho 83843

Parameters

Regions:

Code	Description
35620	New York-Newark-Jersey City, NY-NJ-PA

Job Title:

Results should include

Description
Social Media Specialists

Minimum Experience Required: Any

Education Level: Any

Keyword Search:

Timeframe: Oct 2020 - Nov 2021

Posting Type: Newly Posted

Job Postings Summary

340

Unique Postings (Oct 2020 - Nov 2021)
706 Total Postings

2 : 1

Posting Intensity (Oct 2020 - Nov 2021)



There were 706 total job postings for your selection from October 2020 to November 2021, of which 340 were unique. These numbers give us a Posting Intensity of 2-to-1, meaning that for every 2 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (3-to-1), indicating that they are putting average effort toward hiring for this position.

Advertised Salary

There are 113 advertised salary observations (33% of the 340 matching postings).

\$22.46/hr

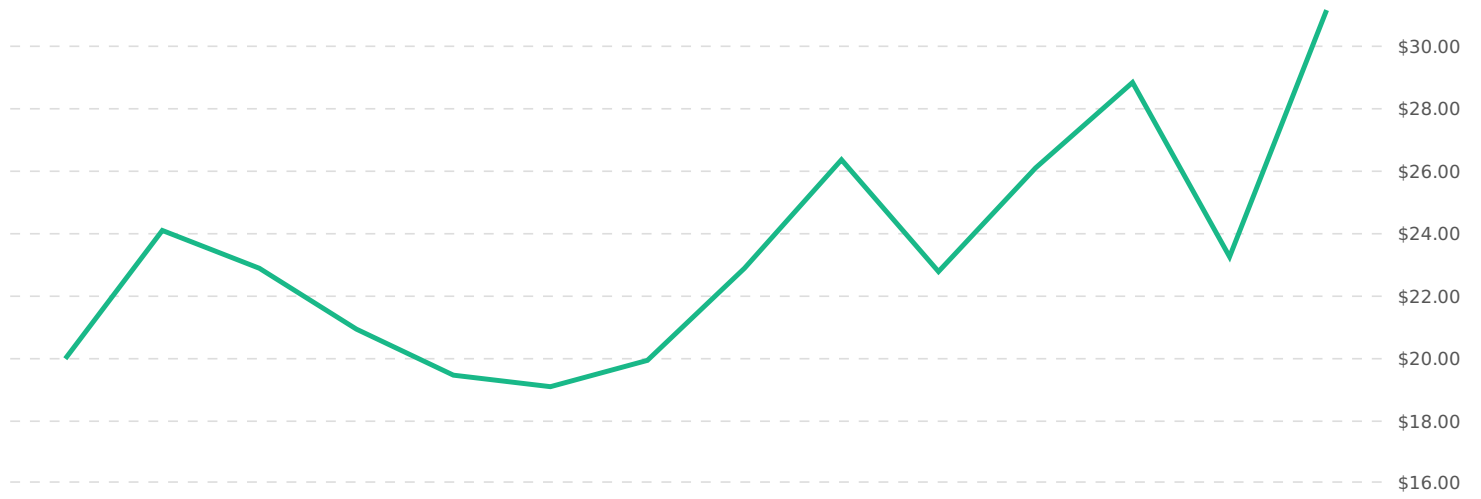
Median Advertised Salary



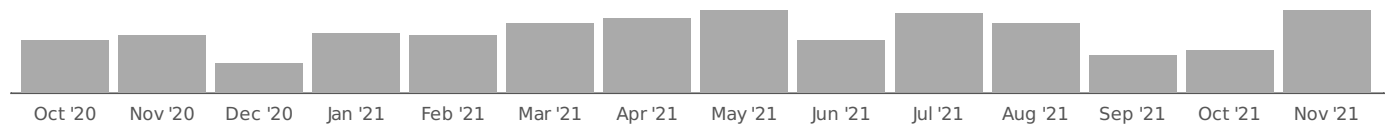
Advertised Wage Trend

▲ 55.7% Oct 2020 - Nov 2021

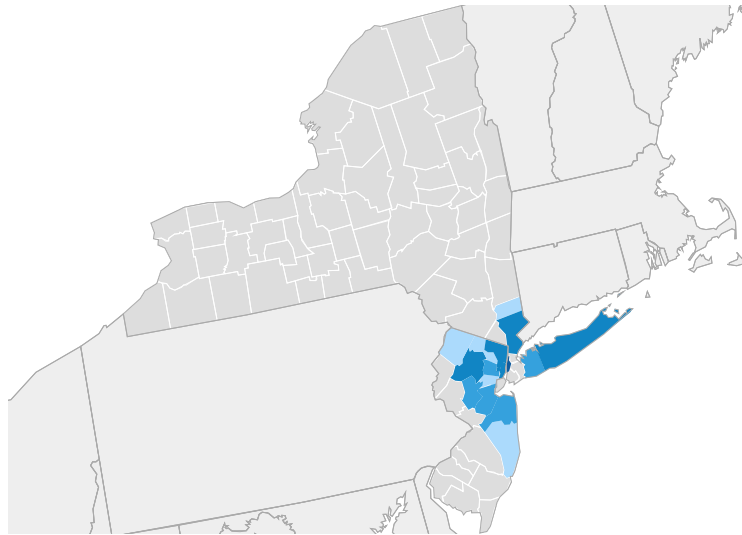
\$22.46 Median



340 Job Postings

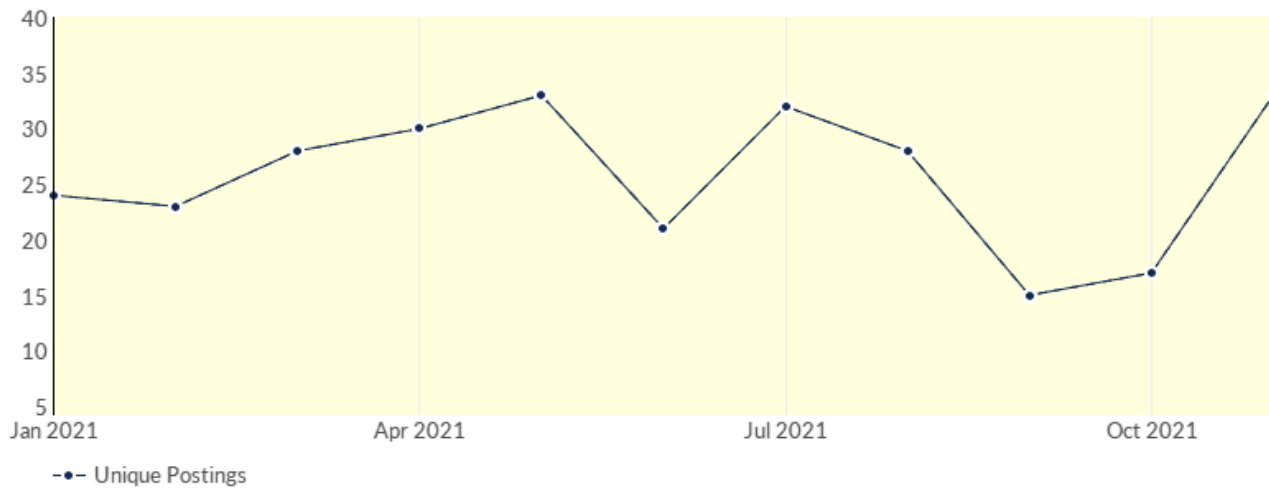


Job Postings Regional Breakdown



County	Unique Postings (Oct 2020 - Nov 2021)
New York County, NY	209
Bergen County, NJ	18
Hudson County, NJ	16
Westchester County, NY	15
Suffolk County, NY	14

Unique Postings Trend



Month	Unique Postings	Posting Intensity
Dec 2021	29	2 : 1
Nov 2021	33	2 : 1
Oct 2021	17	3 : 1
Sep 2021	15	3 : 1
Aug 2021	28	2 : 1
Jul 2021	32	3 : 1
Jun 2021	21	2 : 1
May 2021	33	2 : 1
Apr 2021	30	1 : 1
Mar 2021	28	2 : 1
Feb 2021	23	2 : 1
Jan 2021	24	2 : 1

Education & Experience Breakdown





















Education Level	Unique Postings	% of Total
No Education Listed	138	41%
High school or GED	34	10%
Associate's degree	12	4%
Bachelor's degree	173	51%
Master's degree	13	4%
Ph.D. or professional degree	0	0%

Minimum Experience	Unique Postings	% of Total
No Experience Listed	153	45%
0 - 1 Years	32	9%
2 - 3 Years	104	31%
4 - 6 Years	35	10%
7 - 9 Years	15	4%
10+ Years	1	0%









Top Companies Posting

	Total/Unique (Oct 2020 - Nov 2021)	Posting Intensity	Unique Postings Trend (Oct 2020 - Nov 2021)
Robert Half	33 / 11	3 : 1	
Realogy Franchise Group	17 / 8	2 : 1	
Fujifilm	18 / 8	2 : 1	
Creative Circle	6 / 6	1 : 1	
Randstad	11 / 5	2 : 1	
Shutterstock	6 / 4	2 : 1	
Reckitt Benckiser	5 / 3	2 : 1	
Barstool Sports	52 / 3	17 : 1	
Amazon	4 / 3	1 : 1	
Altice USA	5 / 3	2 : 1	



Top Cities Posting

City	Total/Unique (Oct 2020 - Nov 2021)	Posting Intensity	Unique Postings Trend (Oct 2020 - Nov 2021)
New York, NY	432 / 209	2 : 1 	
Jersey City, NJ	38 / 12	3 : 1 	
Valhalla, NY	23 / 9	3 : 1 	
Parsippany, NJ	12 / 6	2 : 1 	
Melville, NY	9 / 5	2 : 1 	
Ramsey, NJ	13 / 5	3 : 1 	
Raritan, NJ	10 / 5	2 : 1 	
Colts Neck, NJ	5 / 3	2 : 1 	
Edison, NJ	11 / 3	4 : 1 	
Madison, NJ	6 / 3	2 : 1 	





















Top Posted Occupations

	Total/Unique (Oct 2020 - Nov 2021)	Posting Intensity	Unique Postings Trend (Oct 2020 - Nov 2021)
Market Research Analysts and Marketing Specialists	677 / 330	2 : 1 	
Public Relations Specialists	11 / 7	2 : 1 	
Librarians and Media Collections Specialists	13 / 2	7 : 1 	
Customer Service Representatives	5 / 1	5 : 1 	

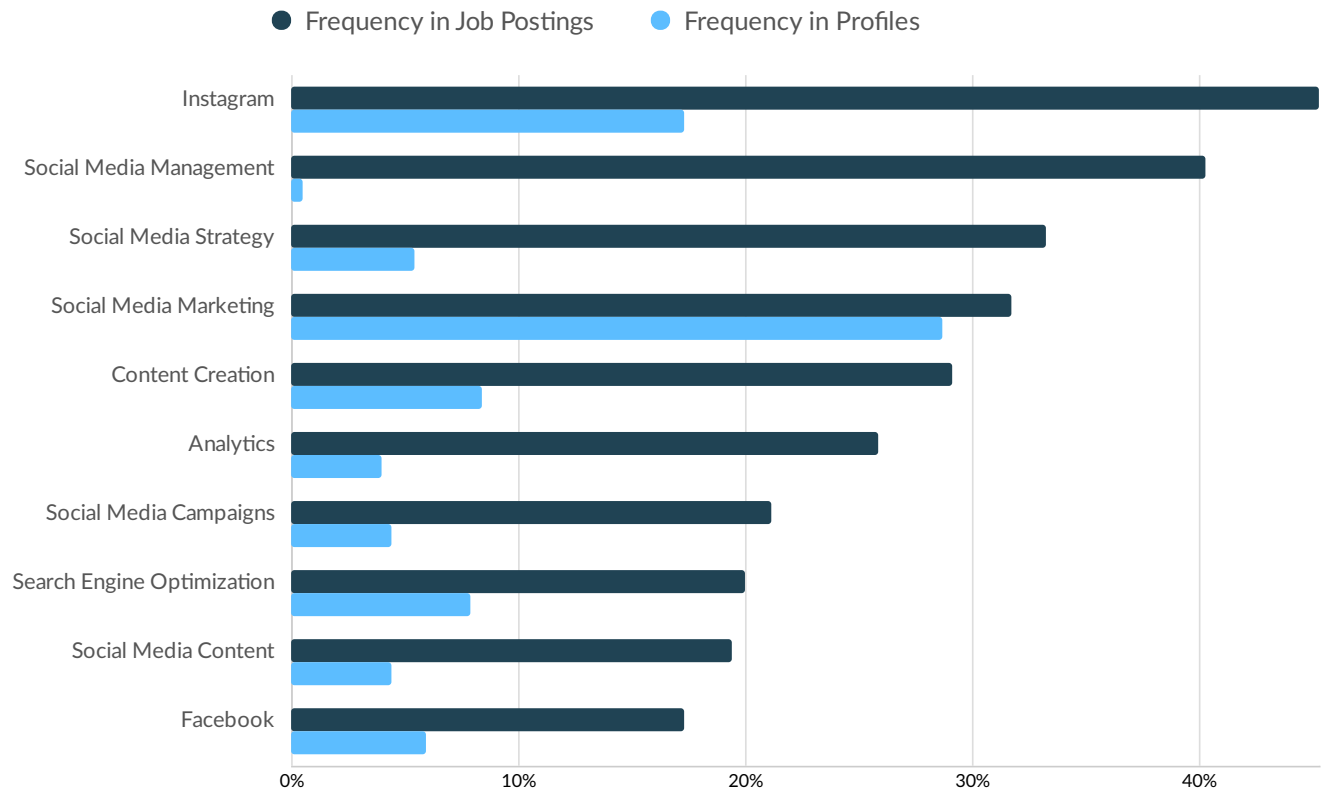
Top Posted Job Titles

	Total/Unique (Oct 2020 - Nov 2021)	Posting Intensity	Unique Postings Trend (Oct 2020 - Nov 2021)
Social Media Specialists	706 / 340	2 : 1 	

Top Industries

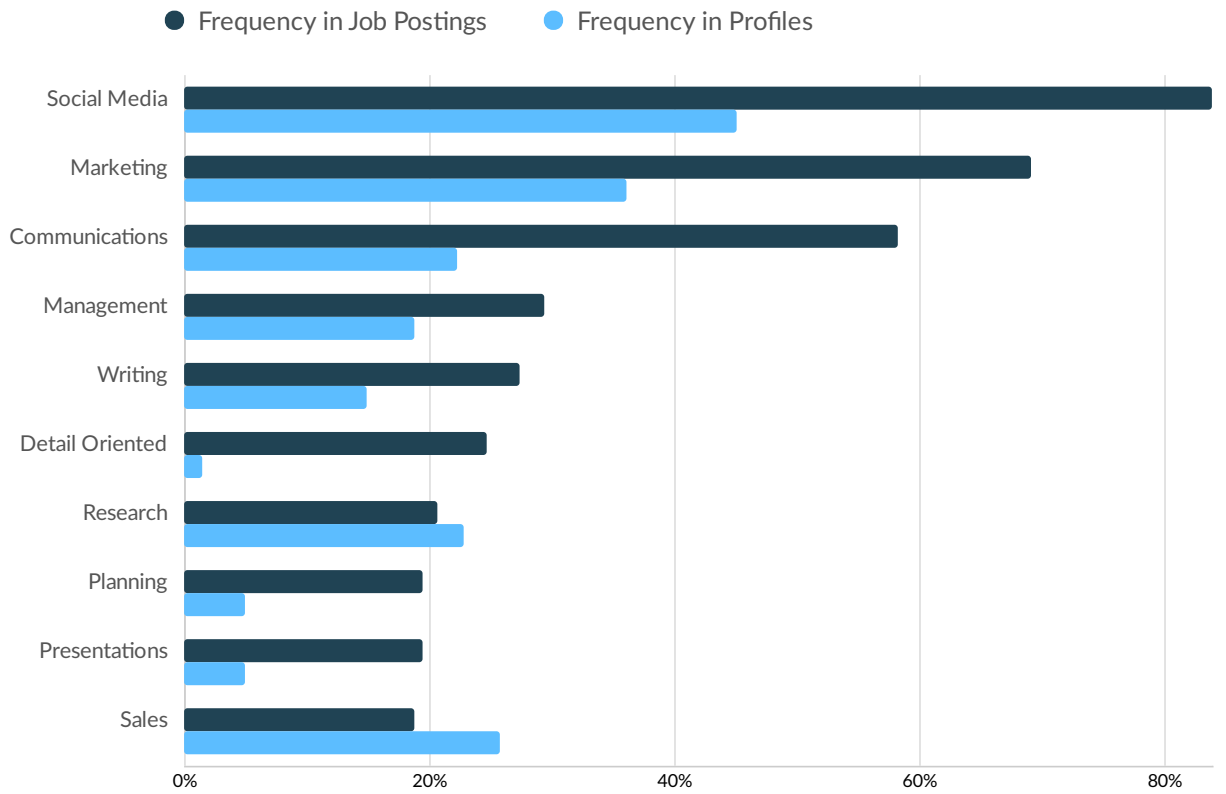
	Total/Unique (Oct 2020 - Nov 2021)	Posting Intensity	Unique Postings Trend (Oct 2020 - Nov 2021)
Professional, Scientific, and Technical Services	87 / 39	2 : 1 	
Administrative and Support and Waste Management and Remediation Services	79 / 38	2 : 1 	
Manufacturing	39 / 21	2 : 1 	
Retail Trade	43 / 17	3 : 1 	
Information	31 / 16	2 : 1 	
Health Care and Social Assistance	24 / 13	2 : 1 	
Real Estate and Rental and Leasing	28 / 12	2 : 1 	
Finance and Insurance	20 / 9	2 : 1 	
Other Services (except Public Administration)	10 / 7	1 : 1 	
Transportation and Warehousing	12 / 6	2 : 1 	

Top Hard Skills



	Postings	% of Total Postings	Profiles	% of Total Profiles
Instagram	154	45%	35	17%
Social Media Management	137	40%	1	0%
Social Media Strategy	113	33%	11	5%
Social Media Marketing	108	32%	58	29%
Content Creation	99	29%	17	8%
Analytics	88	26%	8	4%
Social Media Campaigns	72	21%	9	4%
Search Engine Optimization	68	20%	16	8%
Social Media Content	66	19%	9	4%
Facebook	59	17%	12	6%

Top Common Skills



	Postings	% of Total Postings	Profiles	% of Total Profiles
Social Media	285	84%	91	45%
Marketing	235	69%	73	36%
Communications	198	58%	45	22%
Management	100	29%	38	19%
Writing	93	27%	30	15%
Detail Oriented	84	25%	3	1%
Research	70	21%	46	23%
Planning	66	19%	10	5%
Presentations	66	19%	10	5%
Sales	64	19%	52	26%

Top Qualifications

	Postings with Qualification
Bachelor Of Science in Business	3
Bachelor Of Science in Business Administration	1
Google Analytics Certification	4
Licensed Clinical Social Worker (LCSW)	1
Master Of Business Administration (MBA)	8
PMI Professional in Business Analysis	1
Security Clearance	1

Appendix A

Top Posting Sources

Website	Postings on Website (Oct 2020 - Nov 2021)
Simplyhired.com	142
Indeed.com	103
Dejobs.org	64
Careerbuilder.com	23
Glassdoor.com	16
Ziprecruiter.com	10
Craigslist.org	9
Icims.com	9
Disabledperson.com	8
Brassring.com	7
Jobsinpaterson.com	7
Newyorkrecruiter.com	6
Dice.com	5
Roberthalf.com	4
Elizabethrecruiter.com	3
Greenhouse.io	3
Imdiversity.com	3
Lakewoodnjrecruiter.com	3
Randstadusa.com	3
Adp.com	2
Cmdsonline.com	2
Hercjobs.org	2
Myworkdayjobs.com	2
Myworkdaysite.com	2
Rb.com	2

Appendix B

Sample Postings

Social Media Specialists – Unclassified in New York, NY (Nov 2021 - Active)

Social Media Specialist

Link to Live Job Posting: wd3.myworkdaysite.com

Location: New York, NY

O*NET: 13-1161.00

Company: Unclassified

Job Title: Social Media Specialists

Social Media Specialist locationsNew York

- TribecaChicago
- 36 E Grand Avetime typeFull timeposted onPosted 30+ Days Agojob requisition id

JR0029525

Agency :

Havas Media New York Job Description Summary :

We are looking to add a Social Specialist to our NY based team. Ideal candidate will have at least 1 year of hands-on paid social experience. The Social Specialist will be responsible for managing all day-to-day execution of various clients' paid social media campaigns. They will be the lead point of contact handling recommendations, contract executions, campaign launches, monitoring performance, reporting and billing reconciliation. They will be an expert in all things Facebook, Twitter, LinkedIn and other emerging social media platforms.

Job Description :

Primary Tasks Developing paid social recommendations designed to meet the goals provided in briefs from client/planning teamPresenting recommendations to internal or client groups as neededLaunching campaigns in the PMD platform and providing meticulous reporting and optimization recommendationsQuality control trafficking creative and ad tags using 3rd party ad server tools and bid managersOversee the issuing and updating insertion ordersResolving invoice and other related discrepancies Business Character Exceptionally well organizedAble to prioritizeAble to multi-taskDetail oriented; verging on perfectionismTake full responsibility for the activity happening on your accountsDisplay professionalism in all interactions with the clients and salespeople Creativity Contribute innovative ideas and be thinking about new media avenuesConsider ways to communicate clients' advertising message, which are consistent with the creative strategy Teamwork Providing detailed support to Supervisors and account planning teamsDevelop effective relationships with the Account Management groups assigned to your accountsHelp media teams meet deadlines when they are in a crunchBe ready and willing to share your knowledge with new employees Requirements Bachelor's degree1+ year experience in media planning, preferably in the digital/paid search spaceSocial Media experience with Facebook and Twitter in a professional capacity preferredFluency with Microsoft Office (especially Excel and PowerPoint)Excellent verbal/written communication skillsAbility to manage simultaneous tasks in a fast-paced technology-oriented environment

Skills :

Digital Media, Programmatic Media Buying Contract Type :

Permanent Here at Havas across the group we pride ourselves on being committed to offering equal opportunities to all potential employees and have zero tolerance for discrimination. We are an equal opportunity employer and welcome applicants irrespective of age, sex, race, ethnicity, disability and other factors that have no bearing on an individual's ability to perform their job. Due to high volume of applications, only eligible or matching candidates will be contacted by us. Similar Jobs (7)Specialist, Performance MedialocationNew York

- Tribecatime typeFull timeposted onPosted 30+ Days AgoSenior Specialist, SociallocationNew York
- Tribecatime typeFull timeposted onPosted 30+ Days AgoSpecialist, SociallocationNew York
- Tribecatime typeFull timeposted onPosted 30+ Days AgoView All 7 Jobs

Social Media Specialists – Adecco in Bridgewater, NJ (Nov 2021 - Active)

Senior Social Media Specialist

Link to Live Job Posting: www.careerbuilder.com

Location: Bridgewater, NJ

O*NET: 13-1161.00

Company: Adecco

Job Title: Social Media Specialists

Senior Social Media Specialist Adecco USA Bridgewater Township, NJ Full Time Adecco is partnering with a multinational corporation in search of a Senior Social Media Specialist. This Senior Social Media Specialist position is a temp to hire opportunity. If you meet the qualifications below, apply now.

Summary:

The Senior Social Media Specialist develops, launches, administers, and manages social media strategy, marketing, and advertising initiatives to meet business objectives. Responsibilities for the Social Media Specialist include but are not limited to:

- Creates content with the support of external agencies as well as in-house creative resources
- Conducts social listening
- Researches and adapts content to best practices and trends in social media
- Advises on boosting activity
- Moderates our social communities
- Sets benchmarks for each business unit/channel
- Reports on performance aligned to our standard KPIs
- Acts as a thought leader for the organization in driving a strong social presence to increase brand awareness in the marketplace, staying on top of

B2B & B2C

industry trends and best practices and making sure they are being implemented consistently across the organization.

- Manage day-to-day project initiation, creative briefing, proofing, execution, and deployment for social media initiatives, using a social media software.
- Support the marketing team with organic content strategies and content for various product launches and initiatives - compliant with legal regulations and social media best practices.
- Identify opportunities to improve the use of social media through established and emerging platforms, including but not limited to: Facebook, Twitter, Pinterest, Instagram, YouTube, and LinkedIn.
- Recommend relevant social media content strategies / tactics to reach target customers via engaging mediums including but not limited to video, FB/IG stories, Reels, livestreaming, social events, webinars, etc.
- Create target audiences and boosting strategies based on profile and interaction criteria.
- Craft data driven B2B & B2C organic social media content aligned to core marketing objectives.
- Continuously review social media campaigns in-flight, overseeing day-to-day activities to keep abreast of content performance trends & insights.
- Recommend organic optimizations and/or integration of new content trends to improve performance based on trend analysis and engagement insights.
- Monitor conversations online to ensure all follower questions, comments, and reviews are answered in a timely fashion.
- Monitor competitor activities and determine tactics to increase social share of voice, positive sentiment for products and brand affinity.
- Work with both our external content agency and internal partners to elevate the brand in the B2B, Engineering and Office space.
- Regularly organize and lead update calls with the respective agency and internal product teams.

- Actively engage with our social media communications agency and internal customer care team to action any insights garnered from online conversations / monthly reports, ensure they are equipped with the right responses for our customers, collaborate with internal stakeholders and creative where necessary.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media campaigns, present key learnings, and action items to senior leadership.
- Recommend and establish relevant

B2B & B2C

social media benchmarks for measuring the impact of social media campaigns.

- Review web analytics data to drive marketing decisions based on customer interactions, online behavior, and conversion data.
 - Analyze metrics to define impact of initiatives through standardized KPIs and formulas.
 - Advocate and educate internal stakeholders where necessary on social media best practices - answering questions where appropriate.
 - Help advise junior team members on social media best practices, tips and tricks
- Requirements for the Social Media Specialist include:
- Degree in Marketing, Social Media, Business, Communications, Journalism, or related field
 - Minimum 4-5 years experience in B2C/B2B Social Media cross-functional copywriting and content creation
 - Agency background
 - Experience with social media software (i.e. Khoros, Sprout Social, Sprinklr, Hootsuite etc.)
 - Experience in developing and executing effective boosting strategies
 - Certification Google Analytics
 - Advanced knowledge of Social Media Management & Analytics software (e.g. Khoros, Hootsuite, Sprinklr, Sprout Social, Facebook Insights, Simply Measured, etc.)
 - Knowledge of various Social Media platforms and how they can be effectively deployed, including but not limited to: Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube & Tik-Tok
 - Knowledge of SEO principles, including keyword research and Google Analytics
 - Knowledge of Microsoft Office (Outlook, SharePoint, Word, PowerPoint, Excel)
 - Knowledge of content marketing theory and application, specifically as it relates to social media
 - Attention to detail with the ability to execute projects from beginning to end with minimal supervision
 - Excellent communication and presentation skills (verbal & written)
 - Knowledge of content development and strategy (copy, visual, audio, video)
 - Ability to work cross-functionally across multiple stakeholders with various objectives
 - Excellent command of Social Customer Service techniques such as: empathy, patience, advocacy, and conflict resolution
- Understanding of quantitative and qualitative analytics techniques to identify opportunities, assess results, and continuously improve
- Equal Opportunity Employer/Veterans/Disabled To read our Candidate Privacy Information Statement, which explains how we will use your information, please navigate to [Link removed] - /The Company will consider qualified applicants with arrest and conviction records

Social Media Specialist	
Link to Live Job Posting: www.careerbuilder.com	
Location: Piscataway, NJ	O*NET: 13-1161.00
Company: APN Healthcare Solutions	Job Title: Social Media Specialists
<p>Social Media Specialist APN Healthcare Solutions Piscataway, NJ Contractor APN Consulting has an immediate need for a direct client requirement: Job Description Temporary</p> <ul style="list-style-type: none"> Social Media Specialist <p>Hours/week:</p> <p>40</p> <p>Term:</p> <p>Approx 3 months</p> <ul style="list-style-type: none"> could be longer Remote Description Client is looking for an experienced and enthusiastic social media specialist to join our creative team. <p>You will be responsible for creating social media campaigns and the day-to-day management of the company's social media properties in addition to employee engagement. Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all social media channels. The successful candidate will be an excellent communicator, a versatile creative writer, and a team player. You will be an active participant in data collection and analyses to consistently improve the company's social media practices over time. The overall purpose of this position is the ownership is customer engagement.</p> <p>Employee engagement:</p> <p>day to day operations of the client Intranet relating to content management, publishing of content and digital media (textual and visual) and delivering on the corporate communications employee strategies.</p> <p>Customer engagement:</p> <p>this role will also work on public visibility (social media review of content, understanding the social media landscape, along with being part of strategic discussions on the social media environment) and marketing initiatives, as needed, for the department. This person is responsible to working on various internal, employee communications projects such as but not limited to: newsletters, promotional traditional and digital campaigns. In addition this person will work on: Social media posts with autonomy, collaborate on paid social media campaigns, understands social media with the ability to make recommendations to key stakeholders throughout the company. Collaborates and works with the Public Visibility Team on content review on various projects, providing new suggestions, attending key meetings.</p> <ul style="list-style-type: none"> Diversity and Inclusion content monitoring on social media along with employee communications Marketing analytics focusing on social media and employee communications. Crisis communications monitoring in collaboration with key stakeholders within company. Act as co-lead on client's intranet site for employees and the launch of the CMS system in collaboration with other content contributors within the organization Architecture of key landing pages on client's intranet to showcase various resource centers for key organizationally wide projects This position is responsible for ensuring the Intranet site is employee engaging creating an employee experience, up-to-date, performing optimally for our internal audience, maintaining a consistent brand image, presence. 	

They will also handle testing on new implementations. He/she is also accountable for guiding and supporting Intranet content owners and publishers in applying user centric practices and principles in managing and maintaining the site. He/she will manage initiatives and projects to continuously improve Web content quality and user experience of the client's Intranet. This includes oversight and management of projects related to information architecture, search engine optimization, content quality assurance and editing, Web production and publishing, and ongoing site enhancements and evolution. Be familiar with HTML. The role will concentrate on client's Intranet operations, social media, and other projects noted above. The role typically reports to the Director of Corporate Communications and Branding and functions as an individual contributor. This position works under general supervision possessing the authority for expenditures up to \$3,000. This role will have shared decision in selecting and hiring external vendors and will often make recommendations regarding strategies, placement and presentation of Web content

- Communications (25%)
 - Works with Corporate Communications members to formulate goals and strategies for improving the client's Intranet and other communications, e.g. newsletters, blogs, new communication vehicles through stakeholder collaboration and delivering on an employee experience
 - Provides editorial support, perform content rewrites, evaluations, and migrations as needed
 - Works with Corporate Communications to develop and maintain processes and policies for content creation and publishing
 - Web Optimization (10%)
 - Leads client's Intranet content providers and Web contributors across the enterprise along with social media on:
 - Information architecture content labeling and social media guidance what are best practices; updates with algorithms
 - Content publishing for intranet and content guidance on social media; stays up to date with social media best practices
 - Usability and user-centered design; e-marketing experience
 - Client's styles and standards for both intranet and social media
 - Navigation best practices
 - Intranet /blog optimizing content for search-ability (SEO, metadata, taxonomy, indexing, etc.) Collaborates with Public Visibility team on social media metrics and key learning.
 - Project Management/Web Metrics Analysis (20%)
 - Leads the planning and execution of intranet Web publisher forums engaging team members as needed
 - Maintains site maps and inventories that serve as tools to support Intranet users
 - Completes tasks and projects in support of Corporate Communications colleagues and other employees in Marketing, Sales and Design, as needed; metrics reporting on client's Mobile App
 - Creates and maintains a forward-thinking Intranet feature/functionality roadmap; assesses Intranet metrics and engages with metrics reporting
 - Technical (10%)
 - Develops and maintains client's Intranet release schedule and work closely with IT to implement
 - Approves/advises on requests for URL redirects, new directories, and domain names
 - Oversees day-to-day QA operations on client's Intranet content
 - Encourages and employs user-centric design methodologies
 - Defines content management system (CMS) requirements and develop and maintain CMS related governance documents as needed
 - Collaborates and liaises with Corporate IT team on requirements, prioritization, and scheduling of ongoing site enhancements.
 - Social media, marketing analytics, crisis communications, co-lead Intranet site CMS Social media postings review for the public visibility program in collaboration with others on team, monitors diversity and inclusion content for both social media and employee communications, monitors crisis communications with key stakeholders, co-leads launch of new CMS for intranet site as needed.
 - Provides guidance and direction for project team, ensuring that programming standards are met, deliverable dates kept, and that all steps of the designated development methodology are followed.
- Qualifications
- Bachelor's degree or equivalent experience Bachelor's degree or equivalent experience Web Communications, Social Media experience/ knowledge, Promotion/Public Relations Writing, Design, Human-Computer Interaction, English or another relevant field; understands CMS systems
 - ReqWork Experience
 - 2-4 years Public Relations/Promotional Storytelling writing Web and project management experience are required, preferably in public relations, digital marketing firms
 - ReqLicenses and Certifications
 - Completed, in progress, or willingness to pursue Web certification
- PrefSkills and Requirements

- Must be able to write articles and promotions like a storyteller and engage the customers to retain and increase frequency of site visits. Must be able to edit following grammar rules, as well as know how these elements apply to Web communications
 - Ability to build an integrated campaign with newsletters and other internal employee campaigns and collaborate with the Employee Communications Manager. Ability to curate content.
 - Strong project management skills; ability to deliver on status reports, deadlines and successfully deliver campaigns
 - Thorough understanding of Web usability and accessibility standards and best practices
 - Ability to advise/train others in web-related skills
 - Strong detail orientation, and attention to accuracy and consistency
 - Ability to strongly advocate for the user during all phases of the design process
 - Excellent collaboration and presentation skills, including the ability to present effectively to large, cross-functional technical, marketing and executive-level audiences
 - Personal project and time management skills; ability to manage multiple, diverse projects simultaneously in complex environments
 - Excellent written and oral communications skills
 - Good understanding of the Web development process with experience developing user-centered applications or Web sites
 - Social media experience on all platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube and ability to learn new platforms)
 - Public Relations/Web experience/Project Management skills
 - Understanding of client's policies
 - Good understanding of the Web development process with experience developing user-centered applications or Web sites
 - Thorough understanding of information architecture, cognitive psychology, and other fields related to information and content organization and comprehension
 - Must be a technologically savvy knowledge worker who seeks out technology solutions to business challenges
 - Proficiency with Microsoft Office applications
 - Proficiency with content management tools
 - Understanding of Search Engine Optimization techniques
 - Basic knowledge of HTML, and graphics, i.
- e. photo formatting, CSS

Social Media Specialists – Unclassified in New York, NY (Nov 2021 - Active)

Social Media Specialist

Link to Live Job Posting: boards.greenhouse.io

Location: New York, NY

O*NET: 13-1161.00

Company: Unclassified

Job Title: Social Media Specialists

Social Media Specialist at Teachers Pay Teachers

New York, NY About Us:

At Teachers Pay Teachers (TpT), we're unlocking the power of educator-created content. TpT gives educators access to a trusted, one-of-a-kind community. We are the world's first marketplace of our kind and founded by a teacher, for teachers as the go-to platform for teacher-created content for nearly 15 years. We are currently serving more than 7.5 million users and more than 85% of U.S. teachers. TpT is focused on building the next generation of e-learning experiences for millions of students and teachers across the world. If you haven't heard of TpT yet and want to learn more, just ask any teacher!

Who we are looking for:

We're a team of good people doing great things. We listen first. We love our work. And we are all teachers and learners in whatever we do. We believe that productivity is never an accident. It's the result of a commitment to excellence, intelligent planning, passionate teamwork, and focused effort. We want every day to be fun and to matter.

Role:

As the Social Media Specialist, you will be a part of the team behind TpT's social media channels that reach millions of educators each month. We're looking for a Social Media Specialist who wants to help TpT grow our brand by producing inspirational content for our community of educators across the globe. Part strategist, part project manager, and part creator, you'll work closely with our Brand and Content Team and our Design Team to develop and execute an engaging and measurable social media strategy that supports brand and company objectives. We're seeking an entrepreneurially-minded content creator that wants to build and foster a community with the content they produce and share.

Responsibilities:

Assist in managing day-to-day operations of TpT's Facebook, Instagram, Pinterest, LinkedIn, and Twitter channels including posting content daily and responding to select comments. Spark genuine, real-time interactions with current and prospective fans/followers. This means creating timely and relevant content that gets people talking, and staying on top of the trends and topics that matter to the TpT community. Contribute to company-wide marketing campaigns as a social media channel owner, while keeping overall content and social strategy in mind. Continually test posting and content strategy to determine the optimal approach to reaching and engaging various segments of our target audiences. Contribute to the social media calendar and participate in monthly editorial review meetings. Analyze performance data to generate insights that refine and improve TpT's approach to social media. Create social listening reports to ensure internal teams are updated on brand conversation. Monitor and report on channel performance at monthly channel review meetings. Research and surface new strategies that strengthen the performance of existing social media channels. Select high-quality user-generated content to share, and manage any necessary permissions. Experience with rapid-response community management. Post on weekends and cover live events (infrequently but as needed).

Requirements:

BA/BS degree
You bring 2-4 years of experience managing social media for a consumer-facing business
You're passionate about social media and bring a deep understanding of Facebook, Instagram, Pinterest, YouTube, TikTok, and Twitter.
You use your strong writing skills and good eye for design to consistently create on-brand, engaging assets.
You're impact oriented and a strategic thinker who establishes clear expectations and continuously measures performance.
You're able to work independently, multitask, and prioritize effectively in a fast-paced startup environment.
You're proficient in marketing data and analytics. You're constantly seeking ways to better understand the impact of your work.
Excellent end to end project management/execution and relationship skills
You show impeccable attention to detail (copy-editing experience a plus!) and excellent judgment.

Extra Credit:

Strong understanding of the education industry and teachers

Benefits & Perks:

At TpT, we believe the positive experience of employees is essential to growth, both individually and collectively. To achieve our mission of 'Empowering Educators to Teach at Their Best,' we must also empower the members of our TpT Team to work at their best. To that end, two of our core company values are We Learn and Grow Together and We Enjoy the Journey. We've committed to these values and to our employees through investing in added benefits and perks: Comprehensive Medical, Vision & Dental Benefits
Free Telemedicine Membership

- 24/7 access to trusted medical advisors
Generous PTO and Wellness Days
5 Week Recharge Leave after 5 Years, to refresh and celebrate the impact you've had at TpT
Generous Parental Leave (for new parents) for time to adjust to parenthood, plus additional six weeks for the birth parent
Onsite Mother's Room
Employee Resource Groups' (ERGs) to promote employee inclusivity and belonging
Engineering Learning Fridays (ELF), to provide a space each week for Engineering teams to collaborate and learn from each other
Professional Development' Stipend, to support the professional growth of employees (including•but not limited to•subscriptions, books, lectures, etc.

)Annual Company Events (Camp TpT, Field Day, Hackathons, Holiday Party, Summer Picnic, Classroom Visits, etc.) Here at TpT we value Diversity & Inclusion and encourage people to bring their most authentic selves to work. We cultivate an environment where people are recognized and celebrated for their individuality. Any TpT applicant who requires reasonable accommodations during the interview process should contact the TpT People Ops Team (accommodations@teacherspayteachers.com) to make the need for an accommodation known. Finally, if you're a California resident, California law requires that we provide you notice about the collection and use of your personal information. We encourage you to read it carefully. You can find our full notice [here](#).

Social Media Specialists – Unclassified in New York, NY (Nov 2021 - Active)

Social Media Specialist	
Link to Live Job Posting: www.indeed.com	
Location: New York, NY	O*NET: 13-1161.00
Company: Unclassified	Job Title: Social Media Specialists
<p>Social Media Specialist NYC Careers Queens, NY Full-time Job details Job Type Full-time Full Job Description The NYC Department of Environmental Protection (DEP) enriches the environment and protects public health for all New Yorkers by providing 1.1 billion gallons of high quality drinking water, managing wastewater and stormwater, and reducing air, noise, and hazardous materials pollution. DEP is the largest combined municipal water and wastewater utility in the country, with nearly 6,000 employees. DEP's water supply system is comprised of 19 reservoirs and 3 controlled lakes throughout the systems 2,000 square mile watershed that extends 125 miles north and west of the City. The Bureau of Public Affairs manages the public information, community outreach and legislative affairs of the Agency. It is responsible for all press and media inquiries, environmental education, special projects and events, production of all public information, both print and electronic, and has responsibility for managing the graphic and photographic needs of all the bureaus. The Bureau of Public Affairs works closely with various bureaus within the Agency to develop the City's long term strategy to improve water quality, water quality modeling, watershed planning, environmental review, water conservation initiatives, climate change resiliency, ecological restoration activities and hazardous waste issues. The Bureau of Public Affairs seeks a Social Media Specialist to contribute to the development, implementation, and ongoing management of the agency's social media strategy. The Social Media Specialist will be expected to collaborate with Communications, staff photographers, and other units to regularly create user-friendly and informative social media content that aligns with the mission, goals, and values of the agency. The selected candidate will manage their own workflow, and will be expected to identify opportunities to engage with and respond to different audiences on various social media platforms about a wide variety of agency priorities. The Social Media Specialist will also be responsible for maintaining and populating a content calendar so that all social media platforms have routinely scheduled posts that are timely, accurate, and relevant. The Social Media Specialist will be expected to work non-business hours during emergencies. Minimum Qual Requirements (1) A baccalaureate degree, with a major in fine or graphic arts, from an accredited college and one year of full-time paid experience as a commercial or graphic artist; or(2) A four-year high school diploma or its educational equivalent plus two years of training in a technical school approved by a states Department of Education or comparable governmental agency, in oils, water colors, painting, design, black and white, layout, computer graphics, and other art media, and three years of acceptable full-time paid experience as a commercial or graphic artist.To be qualified for assignment to Assignment Level II, individuals must have:(a) at least one year of experience as a Graphic Artist, Assignment Level I; or(b) the Qualification Requirements described in "1" or "2" above, plus two additional years of acceptable specialized paid experience conceptualizing and initiating graphic art projects. Preferred Skills</p> <ul style="list-style-type: none"> • Familiarity with organizing, producing, and adapting communications materials for different types of audiences • Experience managing multiple projects to on-time delivery • Highly organized and detail-oriented, able to handle multiple tasks and incoming requests • An understanding of social media management tools such as Hootsuite or Buffer • 2-3+ years professional experience social media/digital content creation and knowledge of platforms including LinkedIn, Twitter, Instagram, and Facebook • Comfortable driving to various locations across the city <p>Additional Information As of August 2, 2021, all new hires must be vaccinated against the</p> <p>COVID-19</p> <p>virus, unless they have been granted a reasonable accommodation for religion or disability. If you are offered city employment, this requirement must be met by your date of hire, unless a reasonable accommodation for exemption is received and approved by the hiring agency.</p>	

Driver License Requirement:

At the time of appointment to certain positions, candidates may be required to possess a Motor Vehicle Driver License valid in the State of New York. If required, employees must maintain this license for the duration of employment.

NOTE:

This position is open to qualified persons with a disability who are eligible for the 55-a Program and also meet the education and experience requirements as listed in the job posting notice. Please indicate on your resume or cover letter that you would like to be considered for the position under the 55-a Program. 55A candidates are encouraged to apply. DEP is an equal opportunity employer with a strong commitment to the diversity of our organization and workforce. Your voluntary response to the NYCAPS on-line application section for referral information will assist us tremendously in our ability to track the success of our outreach recruitment efforts. Please be sure to indicate your source of referral to this job. For more information about NYCDEP, visit us at: www.nyc.gov/dep We appreciate your interest and thank all applicants who apply, but only candidates under consideration will be contacted. All appointments are subject to Office of Management and Budget (OMB) approval. To Apply Click on Apply Now and submit a resume and cover letter. Please review the City's Civil Service Exam requirements for full-time employees at <https://www1.nyc.gov/jobs/get-started.page> Hours/Shift 35 hours per week Work Location 59-17 Junction Blvd, Corona NY Residency Requirement New York City residency is generally required within 90 days of appointment. However, City Employees in certain titles who have worked for the City for 2 continuous years may also be eligible to reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County. To determine if the residency requirement applies to you, please discuss with the agency representative at the time of interview.

Recruitment Contact Recruitment Contact:

Grace Pigott

Recruitment Email:

recruit@dep.nyc.gov You must create an Indeed account before continuing to the company website to apply

Appendix C - Data Sources and Calculations

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: New Jersey Department of Labor and Workforce Development; New York Department of Labor; Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis