

Social Media Manager Job Description

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Daily Responsibilities

- Manage all current and future company social media accounts, including but not limited to: Facebook, Twitter, Instagram, YouTube, Pinterest, etc.
- Develop relevant content to support brand strategy, products and services, and other communications and objectives as determined on an on-going basis
- Create engaging and supporting creative content for posts, including but not limited to, images, videos, and other visual assets – across all channels managed
- Work with other team members on content and creative, if and when available
- Cross-promote products and services as applicable
- Monitor online groups and discussions around products and services, responding and directing conversations in a favorable light for the company brand and image
- Listen to comments and feedback posted on company social media channels and respond in an appropriate way and timely manner to all engagements, escalating and involving other team members or groups as appropriate
- Oversee design continuity relative to previously establishes content or norms and ongoing updates to brand, positioning, and aesthetics
- Create and manage all company promotions as they relate to social media, translating campaign voice and visuals in a unique way across all channels
- Develop compelling CTAs and flow of information for leads and replies depending on the audience and operational segmentation
- Remain completely compliant with all outgoing activities and representations of the company, its' products and services, and affiliates
- Demonstrate thought leadership in all social media channels, educating audiences on technical and operational aspects of products and services as required
- Analyze individual and campaign performance, identifying and modifying tactics to move the dial forward
- Translate metrics and overall social media environment into a story that can be shared with management and employees
- Provide weekly and monthly reports from all channels, comparing benchmarks to results

- Develop a strategy and method to collect and distribute follower and customer reviews for other marketing campaigns and channels
- Develop and execute contests and giveaways, when available, integrating numerous social media channels
- Manage and oversee social media paid promotions and advertising campaigns
- Identify and support SEO and other content marketing campaigns within the holistic marketing and creative departments
- Create a dual-pronged approach to social media strategy, that serves unique audience segments with different personas and objectives, i.e., consumers and affiliates
- Role KPIs include: Audience Growth, Audience Engagement, Content Reach, Engagement by Content-Type, Leads, Response Rate, and Quality, Negative Feedback
- Create monthly content calendars and get approval from Compliance in a timely manner
- Develop and execute influencer engagement campaigns, both large and small

Position Requirements

- College education preferred, ideally in communications, marketing, or PR
- Deeply understands corporate challenges to communications, especially in the rapid growth phase of development
- Able to communicate effectively and in a succinct way
- Always demonstrates respect for other team members and internal clients
- Has a take-charge attitude but understands that a bull in a China shop only breaks things
- Is available during core business hours but also available after hours and on weekends and as the business or campaigns require
- Maintains excellent writing and language skills, without grammatical or syntax errors
- Can create presentations and formal reports to convey ideas to upper management
- Knows the value of limited hours in a day, tracking time relative to tasks and continuously evaluates and improves overall effectiveness and quantity of content
- Easily adapts to a constant and ever-changing business environment, team, and direction – always focusing on the opportunity over the challenges
- Has a technical understanding of company products and services
- Can deftly manage a potential PR crisis and negative product launch reaction
- Believes that customer service, both internal and external, makes the company successful
- Enjoys working as hard and long as it takes to get the job done well, avoiding shortcuts that may hurt our company image and performance