**Social Media Manager**

The Social Media Manager is responsible for the development of social content for the company. They are passionate and creative self-starters who are eager to engage on new projects and thrive on tight timelines. They have experience working with brands, understand niche audiences, are natural storytellers and have creative skills that include capturing both still and motion imagery, editing, designing and writing.

**Social Media Manager Responsibilities:**

* Contribute to the development of social content calendars and social media marketing strategies.
* Producing social media campaigns by coordinating content creators, contributors, influencers and clients.
* Curating content from multiple sources, and adapting for our clients’ purposes.
* Researching and adopting multiple client brand voices and personalities.
* Developing and executing strategies for engaging and building online communities in our clients’ social channels.
* Day-to-day managing of our clients’ social communities, including monitoring and responding to community member queries, responses, complaints, etc.
* Working with Origin strategists to develop audience segmentation strategies for tiered targeting on paid media campaigns.
* Working with strategists to develop, execute and manage paid social media plans for clients, recommending the most effective use of monthly social ad spend budgets and adjusting accordingly.
* Performing in-depth analysis of organic and paid analytics data and effectively communicating results against established KPIs and proposed appropriate actions to clients.
* Working with clients to ensure risk management strategies are in place where required.
* Carrying out competitive analysis studies and developing recommendations.
* Technical setup of e-commerce campaigns including (but not limited to) shopping ads and dynamic product remarketing.
* Staying constantly up to date on the latest trends and strategies in social media and social paid media.
* Assisting in the entire campaign management process, from talent negotiation to briefing to campaign creation to content review to execution, across multiple platforms.
* Managing and communicating client’s goals and priorities to influencer network.
* Gathering and reporting on influencer performance.

**Social Media Manager Requirements:**

* 3+ years of marketing and social media management experience, including utilizing social platforms and tools to the fullest extent.
* A passion for writing, effective and inspiring communication and an attention to detail.
* Perfect spoken and written English and demonstrated care for grammar, spelling and writing mechanics.
* Ability to work collaboratively with a team as well as be self-sufficient, initiate and complete assigned project tasks.
* Have an understanding of the current web and social media landscape and tools.
* Experience running paid social media campaigns, using audience research, CRM data and advanced techniques in Facebook Business Manager to extend the brand reach across all social platforms.
* Ability to organize and analyze data to help inform and optimize strategy in real-time.
* Knowledge on how to leverage company marketing tactics within social platforms.
* Effective understanding of social algorithms and how to schedule and leverage content to best suit the goals.