

Social Media Manager Job Description

Position Summary

A Social Media Manager oversees social media marketing and advertising for Aker Ink and its clients, comprised of planning, strategy and goal setting; development of brand awareness and online reputation, including influencer outreach and review programs; content management, including development and scheduling; and measurement, including data analytics.

The Social Media Manager contributes to the planning and research necessary to create a strategy that is largely driven by senior leadership. They also interact with and manage projects with Aker Ink's strategic partners.

Position Requirements

In addition to displaying creativity and an in-depth knowledge of social media platforms, their respective participants and how each platform can be deployed in different scenarios, an applicant must:

- Be experienced in sourcing, developing, writing and publishing social media content with little direct supervision.
- Demonstrate a history of developing and executing social media advertising campaigns on Facebook and Instagram. Further, the right candidate will have a deep working knowledge of Facebook Business Manager.
- Distinguish effective tactics and strategies among B2B and B2C audiences.
- Drive social media influencer programs, including identification of the right influencers per brand needs and managing ongoing relationships.
- Understand the tenets of traditional marketing and PR, with the ability to jump from the creative side of marketing to the analytical side.
- Be able to identify a potentially negative or crisis situations and apply conflict resolution principles to mitigate issues.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to execute job duties without direct supervision throughout the workday. However, that doesn't mean a Social Media Manager operates on an island! Our team is collaborative and meets in-person occasionally to collaborate, build relationships with clients and have fun.

Expect ongoing guidance and mentorship. Similarly, it is expected that a Social Media Manager will be resourceful and reach out frequently to update teammates on tasks, ask questions and seek feedback from senior managers.

A "can do" attitude is essential, coupled with an understanding that all tasks, no matter how fundamental, contribute to the overall success of a campaign. We take pride in our work at all levels, and encourage everyone to bring fresh ideas to the table.

- 4+ years professional experience in social media, PR, marketing and communications
- Bachelor's degree in PR, marketing, communications, digital media or related field

- Experienced with social media tools and networks, including Hootsuite, Facebook, Facebook Business Manager, Instagram, LinkedIn and Twitter – and have the ability to pick up new tools quickly
- Experience with Photoshop and graphic design software (preferred, but keep in mind we have dedicated graphic designers)
- Highly punctual and deadline driven
- Willingness to participate in industry associations; take a proactive role in professional development
- Driven to grow and seek out learning opportunities
- Must have your own computer (relevant software and subscriptions provided)

Key Responsibilities

A Social Media Manager's duties include, but are not limited to:

Account Management

- Demonstrate ability to execute the social media facets of a comprehensive marketing plan. Drive strategies that are proven by testing and metrics
- Manage client social media accounts, including efforts to grow networks and monitor relevant conversations
- Offer recommendations to improve engagement and reach new followers
- Ensure all deliverables are accurate and on time
- Serve as a client contact, efficiently and proactively providing general support and answering client questions as they arise
- Attend and participate in client meetings in person and over the phone
- Complete other account services tasks, as assigned by senior leadership

Content Development

- Manage social media campaigns and day-to-day activities including:
 - Develop timely and thoughtful social media content calendars (with the help of account executive and copywriters)
 - Develop relevant content topics to reach target customers
 - Curate and manage all published content (images, video, written and audio/podcast)
 - Oversee design of social media graphics in partnership with company's designers
 - Schedule content on appropriate platforms

Influencer Marketing/Management

- Forge relationships with relevant social media influencers and identify opportunities to engage clients
- Conduct online advocacy and open a stream for cross-promotions
- Develop and expand community and/or influencer outreach efforts
- Proactively manage all influencer communications, promotions and deliverables with affiliate management systems

Promotions and Ad Campaigns

- Create and manage promotions for social advertising campaigns, being sure to integrate with company and clients' overall marketing campaign plan and channels
- Assess ad campaign analytics and make recommendations for future ads based on continual learnings

Reputation and Reviews

- Become an advocate for the agency and its clients in social media spaces, engaging in dialogues and answering questions where appropriate
- Develop organizational elements to implement a proactive process for capturing happy, loyal customer online reviews
- Create and manage an online review funnel for building online reviews and reputation
- Monitor online reviews and respond to each with care in a timely manner

Measurement and Analysis

- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing and social advertising campaigns
- Analyze key metrics and tweak strategy as needed
- Monitor trends in social media tools, applications, channels, design and strategy
- Create social media measurement and insights reports

Benefits

- Health insurance
- 401(k) with company match
- Flex scheduling upon approval
- Reimbursement/fees covered for industry association memberships and events
- Environment and culture that supports physical and mental wellness

Aker Ink Corporate Values

- **Quality:** Critical thinking, resourcefulness and adhering to deadlines are the pillars of producing high-quality work.
- **Strategic Thinking:** A clear vision and set of actions that aligns to the client's brand and goals will set them ahead of their competitors.
- **Continuous Improvement:** Dedicate time to build a network and connections in the PR, marketing and creative fields. Continually seek out best practices, including new ways of thinking and executing.
- **Balance:** Maintain a healthy work/life balance that includes physical and mental wellness. Be flexible, when necessary, to meet goals.