

Social Media and Content Marketing Manager Job Description

The Social Media and Content Marketing Manager will implement agency clients' Social Media and Content Marketing, including PPC and advertising. Administration includes content strategy, developing brand awareness, generating inbound traffic and cultivating leads and sales. The Social Media and Content Manager is a highly motivated individual with experience and a passion for designing and implementing our clients' content strategy, creating relevant content, blogging, community participation and leadership. This position is contract and hourly, with possibility of transiting to full-time.

Responsibilities

The following marketing components are the responsibilities of the Social Media and Content Marketing manager.

- Clear Objectives
- On-Brand Design
- Effective Content Strategy
- Promotion Strategy
- Engagement Strategy
- Conversion Strategy
- Measurement & Analysis

Essential Duties

- Manage Social Media marketing campaigns and day-to-day activities including:
 - Curate relevant content to reach the client's ideal customers.
 - Create, curate, and manage all published content (images, video and written).
 - Monitor, listen and respond to users in an on-brand, "Social" way while cultivating leads and sales.
 - Conduct online advocacy and open streams for cross-promotions.
 - Develop and expand community and/or blogger outreach efforts.
 - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
 - Design, create and manage promotions and Social ad campaigns.
 - Compile report for management showing results (ROI).
- Create and maintain blog content or manage the process with other resources.
- Become an advocate for the client in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Identify threats and opportunities in user generated content surrounding the business. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.

- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Integrate content with email marketing program and administer email marketing program.

Qualifications and Experience

- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Maintains excellent writing and language skills. Develop content for multiple clients in various industries.
- Demonstrates creativity and documented immersion in Social Media. (Give links to profiles as examples).
- Proficient in content marketing theory and application. Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Enjoys a working knowledge of the blogging ecosystem and can ramp up to be relevant to the client's field.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research. Highly knowledgeable in the principles of "Search and Social".
- Possesses functional knowledge and/or personal experience with WordPress.
- Demonstrates winning Social Customer Service techniques. Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

Please contact jobs@byndergroup.com with your qualifications

ABOUT BYNDER GROUP

In business since 2001, we offer our clients a compelling blend of strategic thinking, creativity, and technical expertise to help them strengthen and differentiate their brands online. The result is more profitable and long-lasting customer relationships for our clients without the excess and high fees associated with hiring a large agency.

We offer a focused team of seasoned professionals with extensive experience in strategy, design, and development. One that listens to your needs and achieves your business goals with transparency, integrity, and purpose.

With backgrounds in large agencies and in-house departments, we've seen first-hand how more "cooks in the kitchen" is not always the best solution. We have chosen to operate as a boutique firm in order to provide high-level expertise to our clients without the inefficiencies of less nimble teams and organizations.

We pride ourselves on providing great value for expert services and we are committed to serving our clients through partnership, direct access to principal resources, and demonstrated ROI.