

## Social Media Manager

Words At Work is looking for a relationship builder and strategic thinker/doer for its growing Social Media/Public Relations team. Our next Social Media Manager must be a self-starter who wants to flex their developing leadership muscle and isn't afraid to dive into the deep end to execute on any level of a social campaign (paid or organic). This role will develop and execute strategic social strategies that achieve clients' KPIs, apply best practices of social media and maintain client accounts. Over time, the Social Media Manager will listen and understand the client's needs to ultimately grow the relationship (and the overall social media book of business) through impactful results.

## Responsibilities

### Account Management:

- Manage clients' organic social media accounts such as TikTok, Twitter, Facebook, and LinkedIn pages
- Influence, recommend and support the execution of paid social media campaigns on TikTok, Twitter, Facebook, and LinkedIn pages
- Oversee the creation of post copy and imagery, plus any tactic-specific content pieces that support social (video, case studies, LinkedIn Lives, etc.)
- Responsible for positive growth of client social media accounts, and know which metrics matter and why
- Appropriately leverage the latest sounds, trends, memes, etc. to create content that matches client tone/brand
- Lead accounts and strategize to create social media posts and campaigns plans for clients
- Provide strategic insight and expertise on integrated marketing, PR and social media campaigns that address client challenges and goals
- Participate in and conduct social media training sessions; social selling, leadership coaching, brand building, etc.
- Create timely reports that blend analytics and human intuition for best-in-class client reporting

### Departmental Contributions:

- Play an instrumental role in the growth of Words At Work's social media/public relations division
- Ability to problem-solve, inspire, and brainstorm for team and client success
- Establish and manage client communications regarding budgets and invoices
- Participate in team meetings to align goals, measure success, identify areas of concern and implement solutions
- Think conceptually and provide direction/input for designers, developers, and video teams
- Stay current with industry topics/trends that are relevant to our clients
- Have a solid understanding of how social media works to promote B2B and B2C organizations
- Consistently collaborate and contribute to "best practice sharing" between internal teams
- Maintain strong client loyalty through customer service and strong creative/content

- Consult with clients to develop brand awareness, demand generation and sales enablement strategies
- Other responsibilities as assigned

### **Qualifications**

- 3-5 years of social media experience, agency experience preferred
- Bachelor's degree in marketing, communications, or a related field
- Experience in executing paid social strategies
- Strong understanding of the social media landscape and earned media strategies
- Strong project management and budgeting skills
- Strong written and oral communication skills
- Ability to successfully manage multiple projects/accounts simultaneously
- Ability to successfully navigate our responsible independence workplace, and a collaborative hybrid workplace environment based out of Minneapolis, MN (not a remote opportunity)

### **About Words At Work**

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients use us as a full-service marketing agency. They can also look to us for selected services, such as brand strategy, content marketing, website development, sales enablement, demand generation, social media and public relations.

Our compensation program includes market-competitive salaries, a generous bonus plan based on company and individual performance, and a 401(k) retirement plan with match. Employee medical, dental, vision, disability, and life insurance premiums are 100% employer paid, as well as employer contributions towards family monthly premiums.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact [careers@wordsatwork.com](mailto:careers@wordsatwork.com).

*Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.*