

Social Media Writing & Content Manager

Words At Work is looking for its next writing pro with serious social media chops. We're hoping to find a content master and strategic thinker/doer for our growing Social Media/Public Relations team. Our next Social Media Writing & Content Manager must be a self-starter who wants to flex their writing muscle and isn't afraid to advise or execute on any level of a social campaign (paid or organic). You know how to write compelling stories, communicate the value of complex subjects in a simple way, and can whip out hashtags, tags, and CTAs with ease. This role will focus on writing excellence that can align to clients' tone and voice, achieve KPIs, apply best practices of social media. Over time, the Social Media Writing & Content 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.

This position is for full-time employment with a hybrid work schedule in our Minneapolis office.

Responsibilities

Account Management:

- Lead content and writing for clients in support of overarching social media content goals
- Drive strategy and execute social support for many clients' organic social media accounts such as TikTok, Twitter, Facebook, and LinkedIn pages
- Write, 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.)
- 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
- Guide and direct creative team on utilization of emerging social platforms, social POVs and how to natively show up in social channels
- Create a social playbook for approach on your accounts and consistently bring it to life in day to day

Departmental Contributions:

- Play an instrumental role in the growth of Words At Work
- 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 delivering accountable creative/content
- Provide strategic insight and ideas on emerging trends and industry developments as they impact the social media landscape
- 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 preferred
- 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

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 utilize 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.

Words At Work operates in a culture of “responsible independence.” While most would view this as a lack of structure, people who fit well into our culture view it as an opportunity to avoid micro-management and demonstrate their critical thinking and creative execution abilities. Our culture is supportive and rewards individuals as well as teams for their contributions.

Our compensation program includes market-competitive salaries, bonus plan based on company and individual performance, and a 401(k) retirement plan. Employee medical, dental, disability and life insurance are 100-percent employer paid.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact 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.