

Senior Social Media Manager

Account Management

- Manage clients' organic social media accounts across LinkedIn, Instagram, Facebook, TikTok, Reddit and other relevant platforms
- Lead strategy and execution of day-to-day social media for a variety of clients
- Build and manage content calendars to keep clients organized, consistent, and on-brand
- Maintain platform tools to execute tactics (Sprout Social, Hootsuite, HubSpot, Meta, etc.)
- Oversee the creation of post copy, imagery, and video, leveraging the latest trends, best practices, and matching each client's tone and brand personality
- Drive positive growth of client social media accounts — knowing which metrics matter and why
- Monitor and manage community engagement across all social channels, including Reddit community management and participation strategy
- Create timely reports that blend analytics and human intuition for best-in-class client reporting
- Assist with strategy and execution of paid social media campaigns, including ad management, budget oversight, and performance optimization

Strategy & Client Services

- Provide strategic insight and expertise on social media campaigns that address client challenges and goals
- Consult with clients on social strategy and how it connects to their digital, lead generation, and content marketing activities
- Gain a thorough understanding of each client's overall social strategy, and ensure execution meets their needs through direct involvement in the creative process
- Consult with clients to develop brand awareness, demand generation, and sales enablement strategies
- Maintain strong client loyalty through excellent customer service and creative content

Departmental Contributions

- Think conceptually and provide direction and input for designers, developers, and video teams
- Participate in team meetings to align goals, measure success, identify areas of concern, and implement solutions
- Consistently collaborate and contribute to best practice sharing between internal teams
- Stay current with industry topics and trends relevant to our clients
- Maintain a solid understanding of how social media works to promote both B2B and B2C organizations
- Publicize and positively represent our agency

- Other responsibilities as assigned

Qualifications

- 3+ years of experience in social media management, preferably in an agency setting
- Hands-on experience managing paid and organic social across LinkedIn, Instagram, Facebook, TikTok, and Reddit
- Proficiency with tools such as Sprout Social, Hootsuite, Meta Ads Manager, LinkedIn Ads Manager, and similar platforms
- Strong writing skills with the ability to adapt tone and voice across clients and industries
- Experience working with B2B organizations
- Highly organized with the ability to manage multiple clients and deadlines simultaneously
- Strong communicator and collaborative team player