

## **Community Manager Position**

As our Social Media Guru, you will be responsible for developing and executing clearly defined and creative social media campaigns for 52 Pick-up and our clients. The Community Manager is also responsible for evaluating, planning, organizing, managing and all social media for our clients.

### **Our Social Media Guru will be:**

- Detail-oriented to a fault. You'll be putting together creative social media strategies and reporting on their results to clients, so attention to detail is an absolute must!
- A multi-tasker. You'll be required to manage and work on many projects at the same time.
- A writing and copy editing wiz-kid that knows how to create media-specific communications.
- An innovator. You'll be part of a growing company that finds solutions to any obstacles we face and develops new strategies and ideas that set us apart from our competitors.

### **Key elements of this role include:**

- Working closely with 52 Pick-up's Principals and Account Executives on social media/online strategies by performing analysis of customer research, current market conditions and competitor information to determine market requirements for existing and future products.
- Developing social media strategies and solutions for clients to help them achieve their objectives and executing these strategies by developing and managing timelines, schedules and budgets.
- Managing client social media campaigns and day-to-day activities, including research and sourcing, creating conversations, editing and promoting content as well as implementing other social media methods to increase our clients' social communities.
- Analyzing client campaigns and translating data into recommendations and future plans for improving their social media campaigns.
- Providing clients with valuable monthly reports to ensure that their social targets are met.

### **Requirements:**

- 2-4 years social media marketing/digital communications experience.
- Experience using social media platforms for clients – not just for personal use – including Facebook, Houzz, YouTube, Twitter, LinkedIn, Google+, Pinterest, Instagram, HootSuite, customer review sites, etc. and proficiency with social listening tools.
- Strong project management/organizational skills as shown through your ability to manage multiple priorities and demanding timeframes.
- Experience creating and managing content and cadence calendars.
- Knowledge and experience creating media specific messaging for different social platforms.
- Blogging experience and blogging strategy is an asset.
- Strong and well rounded writing and communication skills. Ability to create media specific content on a consistent basis for multiple clients at a time.
- Experience with Keyword Research, SEO, PPC, Google Analytics, HTML
- Passionate about design and knows the industry well
- Fantastic interpersonal, listening and presenting skills