



## Social Media Manager Job Description

Meet Digital Marketing Maven & Associates! We are a full-service agency designed to provide marketing solutions to our small business clients. Our formula is simple: marketing challenges + DMM solutions = small business success!

From idea creative to full implementation, our in-house agency handles everything while delivering massive and sustainable growth to our clients. We are committed to improving the way businesses and consumers communicate digitally. We pride ourselves on exceptional customer service, excellent client relationships, and quick turnaround times.

If you are looking for a collaborative environment that will challenge your creative skills and expand your business profile, then join our diverse team. We are currently looking for talented and dynamic self-starters with solid experience.

### **Posting Title: Social Media Manager**

Location: Remote

Position Type: Contract/ Project Based

Salary: Based on Experience

### **RESPONSIBILITIES**

- Manage, post, and engage on all social media platforms including Facebook, Instagram, LinkedIn, Pinterest, Twitter, etc.)
- Post relevant, daily content to enhance brand identity and online presence
- Establish and maintain the strategic social media calendar, often weeks at a time
- Ideate content plans to build out new avenues for audience growth
- Stay up to date with technology, tools, social & cultural trends, and marketing strategies
- Understanding KPI's per social media platform and account
- Ability to collaborate and work cross-functionally with other team members
- Track customer engagement and SEO to optimize campaign content
- Establish relationships/networks of industry professionals or influencers on social media

### **Qualifications & Characteristics:**

- High school degree or equivalent
- Self-Starter
- Critical Thinking Skills
- Excellent verbal and written communication skills
- Creative who can collaborate as a team member or work independently
- Able to efficiently handle the demands of multiple projects
- Flexible to projects that may shift direction midstream
- Able to adhere to tight project deadlines

- Detail-oriented with attention to brand voice
- Energetic and organized with a growth mindset