

Social Media Manager

The primary function of a social media manager is to be the lead strategic voice and manager of social media services at Esrock. This role will strategize, research, develop, implement, integrate and align social media efforts with business strategy, best practices and process, and quantitative reporting.

In addition to the primary function, there are several other areas of responsibility that a social media manager needs to be comfortable with:

- **Relationships:** Ability to cultivate strong strategic relationships with internal stakeholders, clients and outside strategic partners. You are an empathetic leader and not a lone wolf in the agency.
- **Talk Khaki:** Ability to speak business and not just social speak. You need to know the client's business and industry ensuring all our work strategically aligns.
- **Presenting and Selling:** Ability to be a master of meetings. Present, guide, and defend the ideas, work and results. Ability to read the room, own the room, and have a presence. Work gets done for most clients in these meetings.
- **Structure and Process:** Ability to manage and organize the social function of the agency. You need to manage the technology, strategic partners, file management, process, and how the social machine works.
- **Resourcing:** Ability to balance workloads in a deadline driven environment including how to get the work done, who is best to do it, and when, by managing internal and external resources.
- **Hustle:** Ability to be ever present, taking on new challenges, pushing yourself and others, by being aggressive and a go getter. Know where the work is going, why, and how to use the process to make the agency profitable. Be willing to get in the weeds – no task is “too junior” – and help coach the team to success.
- **Manage Others:** Ability to lead, manage and hold your team accountable – both internal and external. You need to have an understanding of where empathy meets anger management, managing individual personalities and egos.
- **The Craft:** Ability to be a working manager. You have to keep up, know the trends, and still be a producer of a great ideas and work when needed.

What you'll be doing:

- Developing measurable strategies and execution with clear KPIs that grow audiences and deliver against key business objectives.
- Developing and owning goals and performance metrics for social handles; use critical understanding of effectiveness, strategy and creative, making recommendations for continuous improvement.
- Using a deep understanding of social media metrics and data analysis, balanced with driving new audience growth.
- Representing brand voices in reactive and proactive social conversations across all channels—moving quickly on relevant opportunities to enter conversation.

- Managing content calendars, ensuring consistent communications across all social channels delivering innovative, best-in-class campaigns.
- Presenting strategy, metrics, recommendations, and identify new and innovative opportunities.
- Using significant expertise to design the right operational structure and mechanisms to meet long-term business goals.
- Other duties as asked or assigned.

Plus 1's:

Do you have any of the following expertise to bring added value to Esrock?

- Email marketing, marketing automation, CRM, content development
- HubSpot, Pardot, Sprout Social, Hootsuite, social monitoring
- Influencer, community, partnerships, PR, UGC, reputation management
- Web, CMS, SEO, Search
- Paid media's, lead-generation

Living our Values:

Our Core Values are timeless values and principles for guiding Esrock. They define our company culture and who we are as individual people. All Esrockers live our Core Values – in and out of the office – allowing us to experience a thriving culture at Esrock.

- Independent: People-focused; decisive; quality; passion
- Agile: Fast/smart; adaptable/flexible; cross-functional; nimble
- Forward-Thinking: Lead the way; big ideas; challenge the norm; continuous improvement
- Results-Minded: Win the day; goal oriented; metric driven; seek efficiencies
- Inclusive: Communication; transparency; respect/trust; diversity