



SOCIAL MEDIA MANAGER

SLAM Marketing + Media is a Miami based agency supporting clients in multiple industries with various marketing, advertising, media and special project solutions. We are in need of a rock star, experienced and driven Social Media Manager with proficiency in organic and paid social media strategy and management. To properly fulfill this role, you must be a creative, out of the box thinker when it comes to social media strategy and performance solutions. Our goal is to achieve superior customer engagement and growth for our clients by strategically utilizing all aspects of the social media marketing roadmap.

This will be a 'contract to hire' position with opportunity to grow as we grow. Candidate will work remotely and be expected to participate in weekly meetings, as needed, either in person or virtually. This role reports directly to the CEO and will require use of your personal tools including computer / phone for work.

Organic Social Media Experience and Capabilities

- Overall focus on organic audience growth and engagement for all clients across all platforms (specifically Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest)
- Appropriately create / edit organic company account pages to optimize toward best overall presence for client needs
- Create / develop overall strategies and accountability for organic social media posting including posts, stories, other account engagements, content, copy, etc.
- Develop creative ideas to (a) drive new and repeat engagement organically and to (b) drive users to take additional steps (click to website, share content, etc.)
- Generate, edit, publish and share daily organic content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Key focus on identifying organic opportunities to grow likes, followers, etc.
- Create editorial calendars and syndication schedules

Paid Social Media Experience and Capabilities

- Strategic focus on paid social media advertising with proficiency in management and campaign success for all clients across all platforms (specifically Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest)
- Research, recommend, build and execute social media strategies through competitive research, benchmarking, messaging and audience identification



- Create targeted audiences through social media and internal tools and utilize to create strategic paid social media plans and campaigns
- Utilize data and performance to optimize campaigns based on key performance indicators
- Manage entire setup, activation and reporting of paid campaigns
- Provide regular reporting and performance updates throughout campaigns along with end of campaign reports and recommendations for next steps
- Continuously improve campaigns by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then adjusting campaigns in a timely manner

Additional Required Capabilities

- Have an evolving understanding and knowledge of all social media channels and the intricacies of each that are relevant to business accounts and overall growth opportunities
- Stay well informed and knowledgeable about the ever changing social media landscape and update the SLAM team regularly on best practices and new ideas and opportunities
- Collaborate strategically with primary client contacts to streamline initiatives, goals and benchmarks
- Engage and respond to all user-generated content as appropriate with specific emphasis on reputation management and focus on increasing positive user feedback and content
- Monthly analytics deep dive with summary of pertinent data and next steps to be delivered in monthly performance review generated and presented to client
- Collaborate with other departments (customer relations, sales, etc.) to coordinate efforts in managing overall online brand presence, reputation, calls to action, etc.
- Candidate will

Additional Information

- 2+ years of proven social media work experience
- Must be a problem solver with an enthusiastic, fun, go-getter attitude
- Candidate will work remotely and be expected to participate in weekly meetings, as needed, either in person or virtually
- Provide account examples of growth across a client's social media channel profile
- Provide examples of organic and paid social media techniques with proven growth results



MARKETING + MEDIA

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Agency experience a plus but not required
- Bilingual English/Spanish
- Experience supervising and delegating to team members
- BS in Communications, Marketing, Business, Media or Public Relations or equivalent is preferred.

If you believe you are the right candidate for this opportunity, please email your cover letter, resume, work samples and references to hr@slammm.com . Please include in subject line SOCIAL MEDIA MANAGER. We are looking to hire immediately.