

Content Strategist/Social Media Manager

Responsibilities

- Content Strategy Development.
- Community Management including the development of content calendars and management of multiple social accounts for various clients.
- Social Media Optimization and regular reporting.
- Develop clear and engaging content for our clients, that addresses both business goals and consumer needs. (written or video)
- Proactively identify content themes or insights based on channel engagement and performance
- Leverage social listening to become intimate with the various client brand's target audience and identify opportunities to engage or participate in this conversation
- Analyze content marketing data to identify trends and anticipate consumer needs.
- Be able to interpret campaign metrics and draw insights from measurement reporting
- Manage Blackjet marketing and content creation

Qualifications

- Minimum 2 – 3 years experience in a similar role
- An entrepreneurial spirit who wants to carve their own path and grow this capability in the agency
- Experience in the digital marketing space with extensive knowledge of social media channels and their respective ad platforms
- Experience in content creation for social, web, and email platforms
- Experience creating and editing digital content with the understanding of the best content practices on each channel and targeting audiences across all multimedia and social platforms including LinkedIn, Facebook and Twitter
- Excellent written communication skills, editing skills, organizational skills, attention to detail
- Familiarity with social media listening and reporting

Category Experience

- B2B, B2C, Real Estate