



JOB DESCRIPTION

SOCIAL MEDIA COMMUNITY MANAGER

DEPARTMENT: MEDIA

DIRECT SUPERVISORS: SOCIAL MEDIA MANAGER / DIRECTOR STRATEGIC COMMUNICATIONS

ROLE

The Social Media Community Manager is responsible for managing and moderating brand content for clients' and Cactus' social communities. He/she will co-own monitoring and reporting of client metrics and analytics, competitive trends, campaign initiatives, and community optimization through recommendations. He/she will act as the community liaison participating in online conversation through the brand's defined voice by executing content themes, answering community questions, offering solutions, and mediating conversations on various social networking sites. The right candidate will have excellent verbal and written communication skills, the ability to work with several teams on multiple projects, a passion for research and trends, a sharp wit, the desire to turn insights into solutions, and the ability to build trust with clients and internal partners and perform at a high level with minimum oversight.

DUTIES

- Assist the Social Media Manager with planning, implementing, managing, and analyzing social media marketing efforts across a variety of channels including planning and executing organic and paid social efforts.
- Manage day-to-day activities for clients on Facebook, Twitter, Instagram, and other social sites.
- Schedule and publish clients' social media content to multiple channels.
- Execute a specific brand voice for each client within respective social communities in a timely manner.
- Utilize social analytics tools like Facebook Insights, Facebook Ads Manager, Hootsuite, and Spradfast to generate insights.
- Work with creative team from time-to-time to create original content ideas.
- Help the Social Media Manager ideate and integrate clients' social media marketing initiatives.
- Track, monitor, and analyze performance of campaigns and paid and organic social media activities.
- Monitor the evolution of social media, including generating reports, case studies, and trends, and share them with the integrated media team.
- Update and maintain monthly editorial and campaign content calendars for clients.
- Enforce social media guidelines as defined by each brand.
- Participate constructively in inter-department communications.

SKILLS

- Minimum 3 – 4 years of experience in community development and managing social media platforms or communities for brands.



JOB DESCRIPTION

SOCIAL MEDIA COMMUNITY MANAGER

- Bachelor's degree in communications, marketing, advertising, public relations, media studies, or other related fields preferred.
- A keen eye for detail and organization and excellent written communication skills focused on brand tone, voice, and persona with the ability edit and proofread.
- Able to juggle multiple projects and client needs.
- Strong research skills and the ability to provide insightful commentary.
- Creative thinking, hard working, problem solving, and cultural awareness.
- Passion for do-good, feel-good work.
- Previous agency experience preferred.
- Bonus points for photography and video capturing and editing skills.