



Social Media Campaign Manager

Purple Strategies is seeking a Social Media Campaign Manager for a full-time, on-site position based in Alexandria, VA.

The Social Media Campaign Manager will be responsible for pitching, planning, and executing best-in-class digital monitoring and engagement strategies. Core tasks will include content authorship, blog and microblog outreach, email marketing, and targeted online advertising. Regular client reporting on the success of these initiatives will also be essential.

This position will report to the firm's Digital Director, but work daily with a range of account executives, web developers, interactive designers, and ad planning professionals.

Candidates for the position should be talented, hard-working communicators with a desire to innovate and grow in a rapidly expanding, fast-paced agency setting that prioritizes the will to win; internal and client-facing communications skills; a healthy balance between initiative and teamwork; and an attention to detail.

About Purple Strategies

Led by Steve McMahon, Alex Castellanos, John Donovan and Bruce Haynes, our fusion of red and blue perspectives provides our clients with a unique perspective on public affairs. From research and messaging to multi-media execution, the people of Purple design innovative communications architecture for a constantly changing world.

Our key clients range from leading trade associations to Fortune 100 corporations to national non-profits and include Mars, Time Warner Cable, WellPoint, the American Chemistry Council, and BP.

Professional Experience

- Bachelor of Arts or comparable undergraduate degree
- Multiple years of full-time experience within a brand agency and/or political communications environment