

## JOB TITLE:

Social Media Marketing Manager



## JOB DESCRIPTION:

The Social Media Marketing Manager will be responsible for successful day-to-day management and monitoring of digital media, marketing, public relations and social media channels for designated Findsome & Winmore clients with a focus and expertise in Social Media.

This role requires strong account management skills, a keen understanding of marketing, SEO, public relations and specific knowledge of how social media can be used to drive better customer engagement. The Social Media Marketing Manager will provide department organization and stability to clients and internal relationships through detailed planning, organization, leadership and time management. Act as a liaison between clients and internal staff with the goal of customer satisfaction and relationship building through outstanding delivery of projects and services.

## ESSENTIAL FUNCTIONS:

- Assists in the creation and implementation of digital marketing and PR strategy and tactics for an assortment of clients in a variety of industries, with a specific specialty focus in social media
- Create, edit, proof and publish a variety of internal and external content including but not limited to press releases, blogs, websites, social media, brochures, and other correspondence
- Assists in the formation and management of client marketing estimates, budgets and expenses
- Collect and analyze data to develop and adjust marketing and PR plans
- Collaborate on art direction
- Create client presentations and agreements
- Assemble client activity reports
- Manage marketing and public relations projects with outside vendors
- Maintain good client relations through professionalism and all functions of customer service
- Manage timeline and resources for incoming/current/ongoing projects
- Develop detailed project plans including resource plans, processes, procedures, work flow, schedules, infographics and timelines
- Maintain accountability for resolving client issues, proposing solutions and dissolving potential issues to maintain satisfactory projects and relationships
- Recognize and develop potential new clients and/or new projects for existing clients to generate revenue

# FINDSOME & WINMORE

{the classic digital marketing agency}

D: 407.722.7835 T: 407.722.7830 [www.findsomewinmore.com](http://www.findsomewinmore.com)  
4776 New Broad Street, Suite 100, Orlando, FL 32814

- Have a clear understanding and be able to work in the following marketing channels (digital and print) defined as:

- Social Media
- Apps
- Content Creation/Management
- Websites
- Media Planning/Buying
- SEO
- Marketing Campaigns/Collateral
- Media Relations
- Special Events
- Branding
- Video
- Direct Mail



## QUALIFICATIONS, ATTRIBUTES & EXPERIENCE:

- Bachelor's degree (marketing/communications major strongly preferred)
- 3-4 years experience in a similar position
- Well-versed and established in a variety of social media channels and dashboards such as HootSuite and Sprout Social; has acquired and developed practical understanding of these tools in the marketplace
- Keynote, Pages, Excel, Word, PowerPoint, Adobe InDesign, Photoshop and Illustrator skills required
- Existing relationships with PR/Marketing/Communications personnel preferred
- Clear understanding of digital advertising and PPC mechanics
- Ability to sense client needs and recommend appropriate promotional tools
- Excellent time management and organization skills
- Ability to define project management processes, tools and templates for projects and understanding of agency and project management software
- Excellence in both written and oral communication skills, as well as the ability to help foster and cultivate a positive team atmosphere
- Ability to work in a highly disciplined process-driven development environment
- Strong client liaison skills and ability to build long-term productive client relationships and business development experience

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