



Job Description– Contract Social Media Manager

February 2022

Description

Position: This is a part-time contract position. Compensation will be commensurate with experience.

We are looking for a Social Media Manager who can build a strong social media presence and a vibrant online community for a variety of clients at Method Agency. The Social Media Manager will be responsible for creating engaging social media content, with an emphasis on the creative end. The client will have their pulse on social media trends and trending topics. The successful candidate will also be required to develop a relationship with the client and develop clear communication about various projects. The Social Media Manager will own the client social profiles and will work closely with the account manager and larger team on strategy and big picture planning.

Responsibilities and Duties

Social Media

Create posts

- Write and create copy according to the Content Calendar.
- Maintain content calendar per client's marketing goals, promotions, and events - review as a full team every month or as needed.
- Schedule social media either via Agorapulse or through client's profile or Facebook Creator Studio depending on the need (ie video uploaded to Facebook and add subtitles, etc)

Creative

- Following the client's brand guide, create assets in Canva and/or Photoshop to complement planned content. Includes images, videos, gifs, etc.
- Take photos and videos with product(s) for social media use when appropriate.
- Priority focus on videos/Reels for Instagram, TikTok, and other emerging social media.

Engagement:

- Review comments and messages and respond as needed or forward appropriate ones to the team and/or client or respond.
- Utilize organic growth methods- commenting, following accounts, etc



Client and Team Communication

- Answer client questions as needed when related to your work on social media
- Communicate with Method-provided email address
- Reach out to client for needs: assets, clarification on content, upcoming event info, etc
- Participate in client calls weekly or bi-weekly
- Join weekly Method team meeting
- Available for quick check ins on team slack / Method email throughout the workday (9-5 in your location)

Reporting

Monthly –

- Work with Account Manager to create monthly report for client, share with team for final touches
 - Including Social Media and Ad Data
- Add screenshots and other data to client reports as assigned

Qualifications and Skills

- Direct experience working across Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, TikTok, Google Analytics, with general understanding of paid social and organic/user-generated content campaigns
- Experienced and proven usage of social media, and creative platforms like Photoshop and Canva
- On top of current events, pop culture, and social media trends
- Works collaboratively as part of a team
- Innovative thinker and creative problem solver
- Strong attention to detail
- Strong time management skills, able to balance multiple priorities

Apply

Please apply on our website: <https://methodagency.com/careers/>, and include portfolio / website or links to work you are proud of that demonstrates skills and knowledge.