



# Job Description- Contact Account & Social Media Manager

April 2023

## Description

**Position:** This is a part-time contract position for a contract Account and Social Media Manager

**Compensation:** Compensation up to \$50/hour, commensurate with experience.

**Time Commitment:** Flexible, but available during the client's timezone (EST & PT) for part of the day, plus available for weekly team meetings and client meetings (TBD Date/time). Approximately 10 hours per week.

**Start Date:** ASAP April 2023

We are looking for an Account and Social Media Manager who can build a strong social media presence and a vibrant online community for a client of Method Agency. The ideal candidate will also have experience managing accounts and clients and will oversee the brand's strategy, communications, and other team members involved with the project.

This person will also be responsible for creating engaging social media content, with an emphasis on the creative end. The candidate 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 maintain clear communication about various projects. This role will be the lead on the account, owning the client social media profiles, managing the client needs, leading with strategy, reporting, working closely with the larger team, and overseeing the client's success. This role may involve working with other internal team members for client deliverables, as well as the client's extended team as needed.

This role has the potential to expand to other Method Agency clients if agreed upon by all parties.



## Responsibilities and Duties

### Communication

- Send weekly check-in emails to client on Mondays and Fridays
- Respond to client communications and questions within the business day if possible, or if additional time is needed, send an email acknowledging receipt
- As needed: Set, attend, and lead weekly client meetings and impromptu phone calls. Create an agenda for meetings. Send meeting wrap notes.
- Internal: check and respond to Slack messages consistently (at least twice daily preferred)
- Join weekly Method team meeting (Mondays at 11AM PT / 2PM ET)

### Social Media

- Create social media copy and assets as needed -
  - Depending on the client, delegate and assign tasks to the social media coordinator, while communicating client needs to the coordinator
- Maintain the content calendar per client's marketing goals, promotions, and events - review as a full team weekly or as needed. This may be in conjunction with the social media coordinator on the account
- Schedule social media either via later.com or through client's profile depending on the need (ie video uploaded to Facebook and add subtitles, etc)

### Advertising

- As needed: Monitor spend and performance - optimize if necessary
- As needed: Facebook and Google Ads - coordinate with internal Ads Manager
- Bonus: As needed - Can create (or update existing) social media ads (Facebook, Twitter, IG, etc) per ad strategy

### Reporting

- Monthly - copy and update client reports, share with team for final review

### Qualifications and Skills

- Social Media Management, Execution, and Strategy: 3+ years experience
- Software Experience: Google Workspace, Slack, Later.com (preferred but not required), Asana (Project Management Software)



- Client communications and meeting leadership
- Creative ideas and execution skills (Photoshop, Canva, social media video editing, etc)
- Bonus: Advertising skills - including Facebook/Instagram, and others a bonus
- Analytical, able to read data and make decisions based on results
- 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
- On top of current events, pop culture, and social media trends
- Works collaboratively as part of a team
- Innovative thinker and creative problem solver

## Apply

Apply here on our website: <https://methodagency.com/careers/> and include links to work you are proud of that demonstrates skills and knowledge.