

Social Media Manager

As a **Social Media Manager** you will work in direct support of the Social Media Team Manager in a fast-paced and constantly evolving milieu. You will manage your clients image in a cohesive way to achieve their marketing goals. You will be responsible for creating original content as well as finding and using relevant links and articles. You will be instrumental in keeping your clients social media accounts engaging, on track and on budget by using your technical knowledge, creative thinking, and industry best practices.

Your duties are outlined below:

Social Media Management:

- Design and implement cohesive content and marketing strategies to align with client's SMART goals
- Create and implement individual client content calendars in accordance with agreed upon strategies and SMART goals
- Create and implement social media ad campaigns and strategies
- Perform research on current benchmark trends and audience preferences
- Collaborate with and support other departments to help create cohesive campaigns
- Generate, edit, publish and share engaging, educational, and valuable content
- Choose appropriate images and the correct sizing in accordance with the specific platform's specifications
- Ensure brand consistency in copy and imagery through tone, voice, terminology, and other appropriate brand standards
- Communicate with followers, respond to queries in a timely manner, and monitor customer reviews
- Perform crisis communication best practices to address negative comments, reviews, and trolls
- Maintain an open line of communication with clients
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Uphold industry and Epic Marketing best practices
- Keep a collaborative and creative outlook

Responsibilities and expectations:

- Advance your technical skills by attending seminars, workshops, classes and other relevant events
- Grow both personally and professionally and take a vested interest in the mapping of your desired career path within Epic Marketing
- Communicate all concerns both internally and externally in a timely and professional manner to the appropriate personnel
- Represent Epic Marketing with integrity while prioritizing the confidentiality agreement
- Be Epic!