



Social Media Manager

September 2022

The **Social Media Manager** actively supports multiple communications initiatives, including development of social strategies, generating and growing social media plans, implementing and reporting on their success, and day-to-day coordination and support of social initiatives. Services include, but are not limited to: trafficking assets/project management with our digital media partners and managing all paid and shared media activities; developing social media strategies within brand and campaign strategies, leading creative development of social media strategies, implementing social media campaigns, tracking and reporting results for campaigns; assisting in estimating and building budgets, project initiation, research, media coordination, list building, idea generation, communications planning, development of project work plans and calendars; growing social media accounts and general client relations, management and support. They follow appropriate process protocols throughout each project and ensure client satisfaction. They provide support that will strengthen and benefit clients, client relationships, the team and the organization.

This growth-oriented position can stretch to allow for the development and delivery of digital media services and/or specific creative services, such as content development, copywriting, editing, new business efforts, media relations, and events.

Education

Minimum BA preferred

Experience

3 years + experience is preferred. Strong social media background (sector-specific and/or agency experience a plus); committed to/experienced at working with teams; has had previous success working in a fast-paced, deadline-driven environment.

Important Attributes

Understanding of available resources and channels of communications; Stays current on social media best practices, trends and opportunities; Creative problem-solver; Detail-oriented, organized, able to multitask; Able to work in a variety of situations with a variety of personalities; Self-motivated yet able to thrive on a team; Committed to client, team and agency success; Cool under pressure, can handle sensitive situations with grace and professionalism; Positive attitude, able to energize teammates; Willing to push for the best solution; Committed to working inside the agency's project management system and to help others do the same. Good follow-through, sees opportunities and is able to leverage them for the good of the organization/client; Interested in and able to think in new directions, willing to bring new ideas, approaches and expanded skills to the team; Flexible.

Responsibilities

Lead planning, execute and finalize social media initiatives, including managing timelines and budgets in partnership with account teams and for stand-alone social media client accounts; Provide creative ideas for content marketing and website updates, email marketing, digital display along with social media; Conduct paid ad placement and budget tracking on social media sites; Measure performance of marketing efforts using Google Analytics; Manage and interface with multiple clients, projects and project assets simultaneously; Monitor and respond to client queries; Monitors, tracks and participates in quarterly reports to agency leadership and account teams on the results, status and outlook for client's social channels; Able to navigate alongside teammates for a variety of clients. Writing/message/content development for social communications, media, and events as appropriate or requested.

Stay abreast of evolving trends, media, individuals and opportunities in the field and as related to their specific client list; Gain knowledge about client industries and share information with the team; Contribute as a positive team member; Participate in the success of the organization by attending events and through professional organizations; Represent Emspace + Lovgren in the community.

Requirements

- At least 3 years of experience working on integrated campaigns, including traditional, non-traditional/social media campaigns; BA preferred.
- Strong social media experience across multiple platforms and resources including Sprout Social or Hootsuite
- Interface with account teams to ensure workflow, timelines and budgets are properly managed
- Interface with account leads and agency leadership to ensure accounts and clients are optimized
- Strong verbal, writing and presentation skills
- Organized, proactive and multi-tasker
- Able to solve problems creatively
- Is flexible: Will quickly and easily adapt to changing mandates, priorities and circumstances
- Is resilient
- Possesses a "make it work" mentality
- Proven track record as a collaborative, generous team player; readily shares ideas but also can happily build on others' ideas
- Is passionate about breaking new ground – new ideas, new technology, new channels, new opportunities
- Is able to manage time appropriately and meet aggressive deadlines
- Manages budgets effectively
- Takes pride in the work of the agency
- Takes personal responsibility for quality processes and outcomes
- Is committed to helping the agency grow; long-term agency commitment

- Familiarity with Microsoft Office and Google Suites
- Familiarity project management system a plus
- Familiarity with Adobe Creative Suite, HTML and/or WordPress a plus

Labor Status: This is a professional position

Anticipated salary: \$40,000+ depending on experience

Contact

Brian Kaminski

Brian@emspacegroup.com

About Us

Emspace + Lovgren crafts thoughtful communications around ideas that matter.

We've developed a reputation for partnering with organizations and initiatives that improve quality of life right here in Omaha, Council Bluffs, our region and our state. That means work on behalf of key community issues, like how our urban core develops, how we move around the city, health, education and culture. Our award-winning strategies, powerful messages and purpose-driven design inspire audiences across communities to take action and make change.

Joining the Emspace + Lovgren team is an important decision. Because the work we do is so vital to our community's future success, we set an admittedly high bar for ourselves and we take responsibility for each clients' success as well as for each other. We are smart, creative, connected, dedicated, passionate, thoughtful and trusted. And we always strive to move forward as a team.

You can find us close to the action in Midtown Omaha, just north of Turner Park on Dodge Street. It's the perfect location for walking, bicycling, using transit and accessing I-80.