

Social Media Manager:

If you live and breathe all things social media - and love to help clients meet their marketing goals, we want to hear from you.

Who we are:

ColinKurtis Advertising and Design develops and designs strategic marketing solutions so that our clients can create meaningful brand experiences for their customers. Here at CK, we focus on people first—the people we work for and the people who work for us. We believe that when quality people do amazing work for clients who value what we do, we all benefit.

Who you are:

A collaborative spirit and a skilled writer who loves to create compelling content. With an eye on the big picture and your fingers on the pulse, you use just-the-right words to convey a story that is on target and on time.

What you'll do

- Create outstanding social media strategies and be our social media expert.
- Work with clients to understand their business goals and develop social media strategies to reach their audiences
- Be the voice of clients/brands on social media - via copywriting, content development, engagement and management
- Implement and manage multiple social campaigns including paid platform targeting and budgets
- Create engaging written content/copy, as needed
- Develop shareable content, photos and graphics
- Build and oversee social media content calendars
- Post and monitor content through social media automation tools
- Define KPIs, track progress toward each client's unique objectives and make recommendations to optimize performance
- Identify opportunities to amplify the reach of social media campaigns, including influencer strategy and user-generated content
- Manage partnerships and provide direction to influencers
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Manage our own agency's social media strategy and
- Set up new social media accounts on behalf of clients
- Deliver monthly or quarterly social media analytic reports
- Identify priorities and manage multiple clients and deadlines
- Manage other web/blog publishing tasks as needed

What you need

- 3-5 years of proven social media success and creative writing skills
- Experience marketing brands and speaking on their behalf - Both B2B and B2C (CPG and Food Ingredients are preferred)
- Proven experience in developing, implementing and delivering measurable results via social media
- Excellent knowledge of paid and organic capabilities for Facebook, LinkedIn, Instagram, Twitter, Pinterest, and other major social media platforms
- Strong understanding of social media KPIs, web traffic metrics and SEO
- Creative and analytical mindset, ability to interpret data into actionable insights
- Self-directed with an innate understanding of what's needed to move projects forward
- Great at multitasking and managing multiple priorities
- Born collaborator who can give and receive constructive feedback well

- Positivity and passion for your work and being part of a team
- Skilled in Adobe® Photoshop and Acrobat, Microsoft Word and Excel
- Comfortable using creative agency technology platforms, such as Trello and Dropbox

What Else Would be Nice

- Knowledge of Google AdWords and the ability to monitor
- Experience working inside of an Advertising Agency

Why ColinKurtis

When you work here, you're always in the know and part of a team, because we share the big picture and work together on the small details that make us successful. We know it takes more to make a job awesome, so we provide more than the expected. We offer competitive salaries and top-of-the-line benefits including generous vacation time, subsidized health insurance and a 401k with up to 3% company match. You work for a reason, and that's why we take great pride in providing opportunities that benefit you and the important people in your life. CK has grown a lot in 20 years and, with more great people like you, we'll continue to grow.

If this sounds like you, send us an email and be sure to include your resume, a link to your portfolio and a few of your best writing samples.

Email: info@colinkurtis.com