

10.10.2018

Freelance Social Media Community Manager

We're currently looking to for an experienced Freelance Social Media Community Manager to join our team to support social efforts across various channels. This individual will be a critical team member helping support the social strategy team. The ideal candidate will have a solid understanding of social across established platforms including Facebook, Twitter, YouTube, Instagram and LinkedIn.

What you will do:

- Plans, writes and executes editorial calendar for all social channels
- Monitors channels and social platforms for comments and questions, both inward engagement and outward in identifying new conversation opportunities
- Provide monthly reports on appropriate metrics
- Works closely with strategy team to inform strategic planning based on community management insights
- Engages with social audiences to build relationships with users and strengthen social communities
- Identifies fans, super users, and potential advocates to increase reach and augment engagement
- Identifies customer interruptions and ensures all major issues are routed to the appropriate internal team

What you will bring:

- Agency experience
- 2-3 years of experience in social media community management
- 1 years of social editorial writing experience
- Advanced understanding of social media channels and experience with Sprout Social, Brandwatch, and native business manager platforms (Facebook ads manager, Twitter analytics, etc.)
- Experience with paid social
- Proven track record, examples, and metrics showcasing successful growth from your efforts
- Prior experience with community engagement in campaigns and sweepstakes
- Experience in Sprout Social, Brandwatch, and native business manager platforms (Facebook ads manager, Twitter analytics, etc.) or similar programs
- Impeccable attention to detail
- Ability to accomplish projects with minimal oversight
- Ability to adjust to changes in priorities in a deadline-driven environment
- Self-starter

To apply for this position, please email heidi.sutter@coleweber.com