



The Social Media Manager

The Social Media Manager is the agency's primary advisor on all social media channels. This right candidate demonstrates extensive social media experience and actively participates in a wide variety of social media activities such as community development and management, commenting, etc., and is well-connected with the broader social media world. The social media manager thinks strategically and also works tactically to help implement social media programs for agency clients.

The social media manager is a storyteller – someone who knows how to connect with people in a real and genuine way, and who also can change hats to be the agency's social media data, numbers and analytics expert.

This person recommends social media channels appropriate for client marketing and guides clients in adopting social media strategies. The social media manager coaches clients and agency staff on how to participate in the social media conversation to help grow customer-brand relationships.

The social media manager advises on, manages and monitors the agency's social media initiatives and participation, and works to grow agency staff participation in and understanding of social media as an agency self-promotion and engagement tool.

At Ferguson, the social media department is part of the earned media team and the account team overall. The right candidate loves being part of a high-functioning team and working collaboratively. This position reports to the Social Media Director.

Responsibilities:

- Creates comprehensive social media strategies, defining programs that use social media marketing techniques to increase visibility, membership and traffic across all client brands.
- Implements and manages social media programs.
- Experiments with new and alternative ways to leverage social media activities
- Communicates regularly with account team, creative team and clients to implement programs and achieve goals
- Monitors social media trends, tools and applications, and appropriately applies knowledge to increasing client use of social media.
- Strategizes with and educates the client service team as well as clients on incorporating relevant social media techniques into the corporate culture and into all company products and services.
- Measures the impact of social media on overall marketing efforts.

Please send all resumes to lauren@fai2.com