



Social Media Manager

We are looking for social media manager to join our team.

The Social Media Manager is responsible for creating and executing 8393 Creative, and clients as assigned, social media strategy to drive awareness, traffic, engagement and conversion. Ultimately, this includes conceptualizing and implementing the 8393 Creative and client's "voice" across all social platforms to communicate effectively with designated audiences and drive engagement.

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated social campaigns from concept to execution. The Social Media Manager will work with the marketing team, supporting teams (such as developers, designers and copywriters), and vendors to launch campaigns on time and on budget.

We are looking for individuals with a knowledge of succeeding within an ecommerce environment, can manage campaigns tactically and strategically, has experience in both B2C and B2B, is proactive and can work well with a small team.

Responsibilities

- Evaluate options for social media platforms and management tools. Help select and maintain the right ones for 8393 Creative and our clients.
- Lead the strategy, planning, execution and ongoing optimization for 8393 Creative and our clients social media channels.
- Report customers reviews and feedback to the right department or team
- Develop a posting schedule considering web traffic, time zones and engagement metrics
- Suggest new ways to attract organic users like competitions and promotions
- Find and create suitable hashtag for events and promotions
- Execute and optimize paid media tests designed to deepen engagement with existing users. Conceptualize, create and test new programs that generate content for social.
- Engaging with social audiences to build deep loyalty and advocacy
- Providing regular metrics, trends, feedback, and guidance



Experience Required

- Degree in Marketing, Communications, Journalism or PR or 2-4 years of experience in Digital Marketing and or Social Media Communications
- Computer skills including MS Office, Adobe Creative Suite, CRM (Hubspot a plus) and social media management applications
- Strong written communication skills
- Strong understanding of the digital media landscape, including various social media platforms
- Strong written communication skills
- Available to work 10-15 hours/week
- Strong attention to detail
- A passion for fun and creative collaboration

Benefits

- Opportunity to gain real-world experience and learn more about the ins and outs of running a creative studio.
- Small team in an entrepreneurial environment (be heard and have an impact).
- Scheduling flexibility and remote working.
- Company sponsored learning opportunities (e.g. resources, conferences, etc.).
- Casual attire, team lunches, group outings.
- Candidate must have extensive proficiency in social media communications and be able to adapt to the organization's digital marketing style.

How to Apply Please send your portfolio/link to portfolio and resume to contact@8393creative.com.

Base Pay- \$10-\$13 per hour pending experience