

Social Media Manager

In-telligent is searching for talent to contribute to the future development of the brand who have passion, creativity and an entrepreneurial spirit. As a company, we are committed to offering our employees a challenging and rewarding work environment, opportunities for growth and development, a collaborative culture and competitive pay and benefits.

THE POSITION

The Social Media Manager will oversee the company's social media strategy in order to drive awareness, traffic, engagement and conversion. This role interacts cross-functionally with Marketing, Strategy, Creative and the Development teams to support our respective objectives while ensuring consistency in In-telligent's voice and tone.

The ideal candidate will thrive in the quickly-evolving landscape of digital, have a demonstrated passion for social media and expertise in technology combined with business savvy and skills for developing creative partnerships and promotions while engaging in an authentic way through relevant social media content.

In this role, you will be the primary brand voice on social media and will own communication with our online community so a friendly engaging personality is desired!

RESPONSIBILITIES

- Oversee and execute social media strategies, guidelines, best practices, promotional campaigns and day-to-day activities while optimizing and monetizing the brand's presence on Facebook, Instagram and other relevant social media platforms.
- Analyze effective benchmarks for measuring impact of social media initiatives and ads in order to determine campaign effectiveness through relevant monitoring tools and key performance metrics.
- Create social content across channels to ensure the brand with a consistent, ownable voice and engagement across the channels.
- Develop and present weekly content calendars/schedules and creative to senior leadership.
- Develop social media copy for both editorial and marketing efforts.
- Respond to all social media questions, comments and direct messages daily.
- Create and manage blogger outreach program by identifying relevant blogs and engaging in social conversation.
- Establish and foster relationships with and secure paid partnerships with relevant digital influencers.
- Stay abreast of key industry trends, competitive insights and emerging social media/marketing/e-commerce technologies and benchmark and research competitor and

industry leaders in social media. Constantly explore and evaluate new social platforms, tools, services and vendors and provide recommendations.

- Conceptualize and lead the implementation of compelling content and programs across various social platforms that engages and communicates effectively with our audience.
- Establish and execute social strategies and campaigns for new product launches, news and partnerships.

QUALIFICATIONS AND SKILLS

- Bachelor's degree in Marketing, Advertising Communications, Journalism or equivalent preferred
- Thorough knowledge and understanding of the principles of digital media, marketing and advertising
- Avid social media user with 3-5 years experience managing content across all platforms for brands and successfully concepting and managing strategic social marketing campaigns
- Well-versed in digital media and social media metrics and monitoring tools
- Availability to work non-traditional work hours (including weekends and evenings)
- Resourceful self-starter, with a can-do attitude that thrives in a fast-paced entrepreneurial environment
- Strategic thinker willing to push the envelope and bring fresh, innovative ideas to life
- Works well under pressure and can meet tight deadlines with a strong sense of accountability
- Strong interpersonal and analytical skills with great attention to detail
- Excellent written and oral communication skills
- Highly proficient in MS Word, Excel, PowerPoint with the ability to convey concepts and information in a succinct and visually compelling way
- Well organized and able to manage multiple projects simultaneously and effectively
- Interest and enthusiasm for technology

This is a flexible FULL-TIME position with an immediate opening.

Our company headquarters is located in Chicago, IL, USA. However, our products are global. As such, we are considering candidates in all areas (though the ability to work Central Time Zone hours or a close variation is essential).

To apply, please visit [In-telligent's website](#) to submit your resume and samples of previous work /accounts you've managed.