

Job Description *Contractor, Social Media Strategist*

We are looking for a collaborative, resourceful, fast-thinking, multi-tasking social media machine to join our team. Your role will be to work with client leads within the agency to develop and execute outstanding social media campaigns of exceptional quality, on time and on budget, for local, regional, and national clients.

What is 206Agency? Recognized as one of the best places to work in Washington, we are a rapidly growing eleven-year-old non-traditional marketing agency based in Seattle. Our client roster is peppered with the biggest of international brands and many regional brands, for which we assemble creative, comprehensive campaigns. Many of our clients have been with us for years, and keep coming back for more. Our new clients quickly become a part of the family.

Key responsibilities and required skills include:

- **Social Media Strategy:** With guidance and support from account managers, lead paid and non-paid social media strategy to grow client business. This includes planning, implementation and evaluation of social programs, requiring a deep knowledge of social media for brands, including platform familiarity, content creation, advertising and metrics.
 - **Execution:** Ensure team execution of social media strategy meets or exceeds client expectations. Must have the ability to swiftly identify and recommend shifts in strategy throughout execution based on recent performance.
 - **Content:** Oversee development of social media content, including providing overarching theme-based input, as well as reviewing copy and imagery selection. Bring fresh and innovative new ideas to the table to ensure client stays top-of-mind with the target audience.
 - **Advertising:** Develop, present and execute social media advertising campaigns. Must possess understanding of social advertising campaign management and optimization practices across Facebook, Instagram, Twitter, Snapchat, LinkedIn and Pinterest. Manage social media advertising budgets.
 - **Metrics:** Lead development of monthly and quarterly client-facing social media metrics reports. Use information provided in reports to summarize key observations and takeaways, as well as recommendations. Present full report to client team.
 - **Latest Knowledge:** Maintain knowledge of latest social trends and announcements, communicating them to client teams, when appropriate.
- **Communication & Collaboration:** Work closely with clients and account teams on a day-to-day basis. Provide clear and actionable information related to projects. Build a rapport with clients and team members, and be seen as a trusted advisor. This requires excellent written and verbal communication skills, including the ability to present ideas effectively and communicate with clients, teams, vendors and others on the phone, via email and in person. It requires excellent listening skills, to ensure the clients goals are both clear and being achieved, and may require the ability to explain and persuade the client regarding the rationale of a particular strategy or tactic of the campaign.
- **Accountability & Initiative:** Ability to deliver work on time and as promised. This requires a great work ethic and being a self-starter, as well as the ability to juggle multiple projects. Ideal candidate is ambitious and willing to provide assistance whenever and wherever needed.

EXPERIENCE: We're looking for someone with a strong social media marketing strategy background, including advertising, preferably for retail brands. Five to seven years of related experience at a marketing/communications agency is ideal.

TIMING: We are looking for someone who is available in a part-time contractor capacity (~20 hours per week with availability Monday thru Friday) between September 2017 and February 2018. Must have the ability to work out of the 206Agency office located in downtown Seattle.

If you are interested in the position and meet the requirements listed above, please send a cover letter and resume to careers@206Agency.com. Hint: If you'd like to rise to the top of the pile, please include in your cover letter brief and specific examples of times when you achieved success related to the areas of responsibility detailed above.