

## ***Associate Manager Social Media & Consumer Engagement***

We are looking to add a collaborative, resourceful, fast-thinking, multi-tasking machine to our cabal of the same. Your role will be working with senior account leaders on the development and execution of outstanding social media and marketing campaigns, on time and on budget. While the primary focus will be to execute social media programs, projects will also involve broader marketing responsibilities for national and regional clients. The ideal candidate must possess a broad understanding and working knowledge of social media platforms and reporting tools, partnerships, branding, and marketing fundamentals.

### **Key Responsibilities include:**

- **Develop and execute social media campaigns**
  - Contribute to the development of successful social media campaigns and partnerships.
  - Craft on-brand social content to publish across various social channels for multiple brands capturing the different lifestyles and point of views.
  - Manage all social communities to drive fan growth and loyalty.
  - Build partnerships with key bloggers for social activations (Facebook giveaways, Twitter Chats, co-published Pinterest boards, Instagram Takeovers, etc.).
  - Monitor, track, and report on the success of all social initiatives
  - Be aware of emerging trends across various social media channels.
  - Project manage details and logistics from start to finish.
  - Provide clear and actionable information related to projects to team members, client and third party partners.
  - Maintain our commitment to quality work, on time and on budget.
  
- **Contribute to marketing strategies and tactics**
  - Work with senior team members to develop successful strategies that exceed client expectations.
  - Develop knowledge of each area of agency expertise and 206's strategic methodology.

### **Essential Skills Include:**

- **Knowledge of Social Media and Marketing practices**
  - Strong working knowledge of social media channels and trends.
  - Demonstrate an interest in, and growing knowledge of social media and marketing fundamentals.
  - Proven experience in developing successful social media strategy across multiple channels.



- Proven experience working with and integrating social media strategies and tactics into all aspects of consumer engagement efforts, including contests and promotions.
- Stay up to date with important and emerging trends in the social and marketing landscapes.
- Expand knowledge of client's business and competitive landscape.
- **Project Management**
  - Excellent organization and prioritization skills, including the ability to multi-task, prioritize, and apply resources effectively in a fast paced, dynamic environment.
  - Experience in working with Creative teams including development of creative briefs and project management.
- **Communication**
  - Excellent written and verbal communication skills, including the ability to present ideas effectively and communicate with clients, team members, and others on the phone, via email and in person.
  - Excellent fact-based and creative writing skills for social posts.
- **Accountability and initiative**
  - Great work ethic and self-starter with ability to problem solve.
  - Willing to provide assistance whenever and wherever needed.
  - Ability to deliver work on time and as promised.

**1-2 years of related experience preferred. Ideal candidate will have experience as an Account Executive in a full service, fast-paced advertising agency working on consumer brands. A passion for fashion is a plus.**

If you are interested in the position and meet the requirements, please send a cover letter and resume to [Careers@206Agency.com](mailto: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 key responsibilities and essential skills mentioned above.