

Social Media Manager

Are you passionate about social media marketing? Are you looking for an opportunity to grow creatively and professionally?

As the Social Media Marketing Manager at Fronetics Strategic Advisors, you'll be responsible for managing and delivering all social media activities for clients and internal Fronetics social media. In this highly visible role, a successful hire will "own" social media and will be directly accountable to client results.

As the Social Media Marketing Manager at Fronetics, you will be responsible for:

- Managing the social media marketing strategy for our clients; focusing on LinkedIn, Twitter, Facebook, Google+, YouTube, Instagram, and SlideShare.
- Execution of all social media activities (i.e. tweeting, sharing, engaging, liking, increasing social reach, etc.) for our clients.
- Communicating in a professional, but unique social media "voice" for each client; directly aligned with the clients' thought leadership and content platform.
- Creating social media campaigns and calls-to-action that drive target buyers to client sites and generate leads for our clients.
- Keep abreast of social media trends.
- Work with the Fronetics content team to create articles focused on current trends.
- Conduct competitive analysis studies on client competitors, including digital footprint analysis.

Requirements:

- 2+ Years of Social Media Marketing experience in a corporate marketing or agency marketing role.
- 2+ Years of Social Media Marketing in a B2B capacity.
- 2+ Years of Social Media Marketing experience on all major social media platforms – LinkedIn, Twitter, Facebook, Google+, YouTube, Instagram, and SlideShare.
- Verifiable examples of social media marketing successes and wins.
- Impeccable attention to detail.
- Exceptional business writing skills and can visualize as well as convey a message into relevant and interesting content.
- Expert level skills in using and navigating social media networks' native web apps, 3rd party social media tools, and "the internet" to run it all.
- We are very selective in who we hire. Our expectations are high because we only deliver the best to our clients.

Who we are:

At Fronetics Strategic Advisors we work with companies to identify and execute strategies for growth and value creation. We have deep expertise and a proven track record in a broad range of industries including: supply chain, telematics, software, logistics, and real estate.

Our fastest growing practice area is in our Content Marketing and related services vertical. We are therefore looking for a motivated, energetic and dynamic individual to be our next Social Media Manager in our Content Marketing practice.

Interested? Please submit your resume along with a cover letter to: careers@fronetics.com

Note that this position is available on either a full or part time (minimum 20 hrs.) basis.