



Job Title	Social Media Account Manager
Reports to	Operations Team Manager, Digital Division

Job purpose

As a Social Media Account Manager, you will be responsible for developing, implementing, tracking and optimizing digital marketing campaigns across various digital channels on behalf of our clients. The ideal candidate will have experience in creating compelling content for social media that increases followers and amplifies engagement.

Duties and responsibilities

- Staying current with emerging opportunities in the digital marketing world
- Develop compelling social media content that increases followers and amplifies engagement
- Track organic and paid social media campaign performance, reporting results, and adjusting strategy as necessary
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Candidates must have excellent verbal and written communication skills
- Candidates must be organized, detailed and people-oriented with the ability to multi-task

Technical skills

Characteristics/experience for this position include the following:

- 4 - year degree in marketing, business, communication, or a related field.
- 2+ years in social media marketing (required).
- Portfolio of previous work in the marketing field.
- Exceptional written communication, multi-tasking, networking, time management and interpersonal skills
- Proven results in increasing followers and engagement for multiple social media accounts
- Extraordinarily creative
- Drive to meet goals and succeed

Working knowledge of the following applications:

- Advanced knowledge of Instagram, Facebook, and LinkedIn
- Canva
- Adobe Creative Suite
- Social Pilot
- Facebook and LinkedIn Ad Manager
- Microsoft Office Suite

AltaVista Strategic Partners is an equal opportunity employer and will consider all applications equally and without regard to race, sex, creed, religion, color, national origin, age, family history, or sexual orientation.