



Open Position: Social Media Manager

The Social Media Manager supports company-wide initiatives, executing social media campaigns, writing social media copy, managing social accounts, and sourcing and taking photo assets for clients and the company.

As the Social Media Manager, you are a detail-oriented, mid-level leader and go-to within the Communications team. You act as an Account Lead on high profile social accounts and provide coaching and guidance to one or more direct reports within the company. The ideal candidate has 4-6 years of client-facing experience working in an agency setting specifically in the hospitality industry.

Duties & Responsibilities

- Lead the development of social media strategies, creative activations, and social content pillars for a set of individual accounts
- Assist in the execution of approved social media strategies and activations, with close adherence to timelines and budgets, as well as proactive internal and client-facing communication
- Collaborate with client teams on influencer initiatives to monitor KPIs, building tracking systems, and report on efforts to client contacts
- Assist with developing new social media business proposals and presentations, and participate in new business efforts where appropriate
- Develop and deliver regular updates to clients through in-person presentations, conference calls, and written communications
- Develop strong relationships with internal team, company partners, industry network, and of course, clients
- Monitor client satisfaction and take appropriate action to resolve client issues and concerns

Reporting

- Final review of data across social media platforms and create monthly reports to develop data-driven analysis for insights
- Propose and implement new ways to classify and organize data to gain actionable insights into organic post performance
- Facilitate audits for clients tied to overall social media presence
- Continually improve upon reporting processes and reports as new tools for measurement become available



Content Production

- Lead content creation (video, photography, graphic) at client shoots + content: planning, executing, editing post-production, client delivery
- Review content shot list and itinerary
- Help establish client's social brand and consistently deliver on-brand copy and content to support their aesthetic and voice
- Manage copywriting of captions and campaigns
- Initiate partnerships, promotions, collaborations, ambassador programs, etc. and coordinate content, deliverables and execution
- Publish content and copy that sparks engagement
- Oversee post-production on all content shoots

2024 Benefits

- 21 Company Holidays
- 20 Personal Days (scales after 1 year)
- 100% Company paid dental and life insurance
- 50% Company paid medical (includes mental health coverage and optional HSA and vision)
- 3% 401k Company match
- Parental leave of up to 12 weeks
- Summer Fridays

* Candidates must live in the state of Georgia, preferably in Atlanta; remote work friendly

* Please send resumes to emoore@greenolivemedia.com