



July 13th, 2017

Facebook Advertising and Social Media Account Manager Online Advertising & Marketing Position

Job Description

About us

Our company, Social Drive, is a boutique online marketing agency located in Boston, MA. We have been providing digital presence management (DPM) and social media services to small and medium-sized businesses for almost 5 years. We design, execute, and analyze marketing campaigns that focus on original content customized to each client. We also offer ad-hoc services, including web development, PR, and graphic design. Our success is dependent on our clients' success, and their success is our number one priority.

Job brief

We are looking for a highly motivated individual with 3+ years of both Facebook Advertising and Social Media Marketing experience to fill this position. This person will be responsible for fulfilling several client's marketing and advertising campaign responsibilities. The Account Manager will be required to nurture each client relationship and also assist with online strategy and content creation. This is a unique role for someone looking to grow in both marketing and business development.

Responsibilities

In coordination with Social Drive Co-Founders, the following is a list of tasks this role requires:

Social Media Responsibilities

- Create, monitor, and optimize Facebook Advertising display and boost campaigns on behalf of our clients. Advertising skills in other platforms are also welcome.
- Create new online channels or optimize when necessary.
 - Twitter, LinkedIn, Instagram, Google+, Facebook, and YouTube Generate compelling, creative, and quality content.
 - The Account Manager will need to understand the client's audience, messaging, and objective to execute this task successfully.
- Generate monthly content calendar.
- Schedule all content by using tools, such as Hootsuite.
- Review all outgoing brand content and monitor client channels for activity.
- Put together a monthly report outlining social media updates and growth.



- Stay abreast of new applications to improve efficiency of services.

Account Management Responsibilities

- Operate as the main contact for each client managed.
- Ensure timely and successful delivery of services to customer.
- Communicate to Social Drive Founders of urgent or problematic issues.
- Maintain a strong and transparent relationships with Social Drive and clients.
- Be able to easily speak to social media trends, norms and strategies with clients.
- Research and contact to potential clients for Social Drive service.
- Participate in meetings with Social Drive to plan outreach initiatives.
- Prepare marketing materials for new leads.

Necessary Skills

- Proficiency in the Social Media industry
 - Facebook Ads experience required
 - Skilled in Twitter, LinkedIn, Instagram, Google+, Facebook, and YouTube
- Fast learner and detail oriented
- Excellent organization skills
- Strong writing and communication skills
- Car and license to attend on-site client meetings required
- Personable and good phone demeanor
- Familiarity with Microsoft Office Suite 2010 and Google Drive/G-Suite
- Ability to maintain accurate records
- Ability to work independently
- Graphic Design skills a plus

Flexibility

Being a boutique firm comprised of 4-5 team members; we are proud to offer a high level of flexibility with our staff in terms of work environment and schedules. Our office is located across the street from South Station in Boston, but most of our team members prefer the work-from-home model (or coffee shop, library, patio, heck, if you can swing beach-front, that works too!). Conference calls and skyping will be held on a semi-regular basis. In-person meetings will be held once every 8 weeks to review client status with the client, updates, and strategy.

With dedication to Social Drive, we're happy to grow this person into a larger role within our team. In addition to this, the position lends itself nicely to someone looking to increase their knowledge base in many different areas, including, but not limited to other areas of digital marketing, business development, and analytics.



This position is ideal for someone looking for a flexible opportunity and has a solid background in social media and online advertising.

Time /Compensation

- Start date: Immediately
- Hours: Negotiable (part-time, full-time available)
- Rate of Compensation: Commensurate with experience, semi-annual performance bonuses offered

How to apply:

Email kresendes@socialdrive.us and include:

- Resume
- Cover letter
- Writing samples
- 2 letters of recommendation or a list of references

We will not review your application without the above items, thank you!