

# Social/Digital Marketing Manager

## Position Description

King Media, an internationally recognized marketing and advertising agency based in East Lansing, MI, seeks a full-time social/digital marketing manager to add value to our vibrant team. If you are passionate about developing and executing innovative solutions, adept at managing multiple projects at one time, and looking for an agency where you can build a career, consider joining our growing team!

As a part of the King Media team, you will be responsible for leading strategy, content development, execution and analysis of social/digital marketing and advertising campaigns for our clients. You will also be responsible for project management and other client tasks on select accounts, including those with a strong social/digital component.

As a small agency, we rely on our people to be both talented and versatile. Each day is different, but typical responsibilities for this position include:

- **Social/digital media:** You will play a lead role in the development and execution of digital marketing and advertising for all King Media clients. This includes strategy development, content creation and analysis of paid and organic social media campaigns, Google Ads campaigns, email marketing campaign and SEO efforts. This also includes coordinating with external digital advertising partners to develop and execute targeted digital campaigns. Monitoring, optimization and analysis is also your responsibility.
- **Content development:** You must be able to develop high quality written content. This includes copywriting for websites, with a particular attention to SEO; social and digital media; blogs; native content and more. You will also assist with writing and proofreading ad copy, press releases, proposals, contracts and other professional documents.
- **Project management:** You will also be responsible for project management and other client tasks on select accounts. This may include assisting with television, radio, print and outdoor media buys; communicating with vendors and media partners; and more. You will be asked to support new business development by contributing to social/digital proposal development and project estimation.
- **Creative and strategic contributions:** All team members are expected to contribute actively to the creative and strategic direction of all client accounts. This requires developing an in-depth knowledge of each client and bringing new ideas to team strategy sessions.
- **Client meetings and presentations:** As the agency's social/digital subject matter expert, you will play a role in client meetings and presentations. You will be expected to present

social/digital strategies to current and prospective clients, answer questions knowledgeably and follow up with additional information as needed.

- **Research and analysis:** As an agency whose client solutions are strategically grounded, you are expected to contribute to client research and analysis. You will prepare regular campaign metrics reports that clearly outline key takeaways gleaned from the campaign analytics. You will be expected to share these reports with clients and clearly explain campaign outcomes and recommendations for future campaigns.
- **Administrative duties:** Each member of the King Media team is expected to perform various administrative duties in support of the company's goals. We all pitch in to keep our office running smoothly.

### Are You a Fit?

Ideally, you meet the following qualifications:

- Bachelor's degree in marketing, advertising, business, communication, new media or a related field
- Ten (10) or more years of related, successful experience in marketing and/or social/digital media management
- Demonstrated ability to develop, execute and analyze successful social/digital marketing campaigns
- Demonstrated understanding of SEO best practices
- Clear, concise writing skills
- Strong computer skills, including advanced knowledge of Microsoft Word, Excel and PowerPoint
- Strong attention to detail, organizational abilities and time management skills
- Ability to prioritize, multitask and work efficiently in a fast-paced environment
- Successful track record of cultivating and maintaining positive customer relationships
- Ability to assess client needs and requests, then translate them into effective solutions
- Ability to think both strategically and creatively in a collaborative, team-based environment
- A friendly, professional demeanor and strong interpersonal communication skills
- A positive attitude and genuine desire to contribute to the goals of King Media and our clients
- Experience with Facebook Ads Manager, Google Analytics and/or Google Ads