

Content Strategist - Social Media

We are an innovative fast-paced company, on a path to growing our world-class creative services team. You are an executor who can create compelling social media content in collaboration with our social media and engagement teams, managing multiple integrated campaigns and clients - delivering excellent content.

This role requires strong writing skills, proficient in interpreting multiple tones of voice for a variety of clients across multiple industries. It also requires a strategic thoughtfulness with each piece of content and how it is being distributed on social and other digital channels.

You're an ambitious person who thrives on developing content elements that reflect digital audience development and growth strategies - you work well under deadlines, and utilize judgment, research, write, create and strategize to execute deliverables across formats. You must bring a creative approach to storytelling, strong writing and organizational skills, and the ability work in a collaborative environment.

You will need to be a master collaborator, negotiator and creative thinker who can collaborate with multidisciplinary teams from ideation to delivery and support any mandate with a world class network of creators and makers.

KEY DUTIES AND RESPONSIBILITIES included in the list below. Other duties may be assigned.

- Determine the social content strategy for all projects, collaborating with the other social and engagement team members to assure vision is aligned
- Create content based on the determined strategy
- Create and manage the content calendars for each client
- Manage the day to day social media channels of each client including writing and posting all content on appropriate channels as needed, responding to comments, writing/approving content as needed
- Determine the best optimized posts to create in addition to which post topics will further our client's content strategy.
- Researches, writes, edits, coordinates and revises work based on criticism and feedback
- Ensure content adheres to social media strategy and brand guidelines.
- Provides feedback to other contributors and edits other writers' content

- Understanding of how each marketing channel functions differently -- and how to craft strong content per each
- Collaborates with designers, brand owners, sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audiences
- Copyedits and maintains a strong attention to content style guidelines
- Gather, analyze and report on metrics of content produced and iterate and communicate content strategy; help evaluate effectiveness of current digital presence, interpret site-use statistics, research improvements and alternatives, and implement change.
- Collaborate closely with team to provide inspiration and vision during ideation
- Provide guidance and key considerations to ensure ideas are achievable within the limits of the timeline and budget available

REQUIRED PROFESSIONAL COMPETENCIES

- Excellent copywriter who can capture brand voice within both short-form and long-form content
- Passion for creative storytelling and interest in digital marketing offerings
- Creative, curious, innovative and proactive across all areas of work
- Able to execute day-to-day needs while maintaining an understanding of overall strategy.
- Must exhibit ownership of assigned workload while taking full responsibility for related workflow and deliverables.
- Expert problem solver with can-do attitude
- Thrive in fast-paced environment

EDUCATION AND EXPERIENCE

- B.S. or B.A. in Marketing, Journalism, Communications, or similar discipline
- 3-5 years of proven success in the creative/content space
- Experience creating social media content and managing social media content creation (Instagram, Facebook, YouTube, Pinterest, Snapchat) furthering various business goals
- Strong understanding of video and creative best practices
- Familiarity with social listening tools and reporting
- High degree of creative thinking, successful collaborator with practiced interpersonal skills
- Organized project manager able to juggle multiple priorities in a fast-paced start-up environment
- Creative, curious, innovative and proactive across all areas of work

SUPERVISORY RESPONSIBILITIES

This position may require some supervisory roles over contractors, vendors and any junior members.

OFFICE EXPECTATIONS

This position is not remote and the expectation is that you will work from the Chicago office.

TRAVEL REQUIREMENTS

This position may require light travel to local and non local clients.

ADDITIONAL INFORMATION

SoMe Connect is a leader in the field of digital marketing with clients spanning from Fortune 100 brands to storied local companies. The SoMe team focuses on cultivating one-to-one conversations with each client's audience in order to drive website traffic and brand awareness. Executing against each client's customized strategic plan, SoMe builds communities of active, engaged fans who serve as passionate brand advocates.