



Social Media Strategist

We are an innovative fast-paced company, on a path to growing our world-class digital marketing team. You are a strategist and executor who successfully develops social strategies for SoMe's clients, taking into consideration both organic and paid media efforts. The Strategist will take full ownership of client's accounts or campaigns and work within a proactive mindset. "Ownership" means that strategists can be relied on to autonomously manage and execute campaigns but also know when to raise questions, concerns, or new ideas to their team leads.

Strategists are able to operate fairly autonomously to effectively meet client goals and expectations day-to-day. This includes the ability develop and implement basic tactical strategies, define goals, define timelines and manage to them, problem-solve, and plan for contingencies. Strategists will also be involved in collaborating with resources who may be creating social content and creative that will live in the social space.

The Social Media Strategist will also be involved in advising Business Development for potential client scopes and provide recommendations to help shape potential client relationships.

Leadership skills are also required of a Social Media Strategist. They should be able to train, mentor and help onboard more junior team members, challenge existing processes and develop new processes where there are gaps, help bring new ideas to quarterly planning sessions, and overall be a self-driven learner and solutions-oriented team member.

ROLE EXPECTATIONS

Strategists should have deep technical and analytical expertise, including the ability to:

- Develop insights and actions (implications) that demonstrate a thorough understanding of the client's goals

- Conduct testing
- Plan budgets and flighting
- Read and analyze data and provide insights/recommendations as it pertains to the social space, campaigns and client website traffic and the customer journey
- Develop projections/proposals and understand the tools used to build them
- Understand, implement and troubleshoot the tracking process
- Proactively bring new ideas for the account to improve performance
- Keep pace with paid media industry trends and development
- Identify and implement advanced optimization tactics
- Leverage advanced campaign management tools
- Direct / manage organic social writers/content development for social space
- Work collaboratively with our creative team to assure that the creative and media are aligned to the client's business goals
- Assist the business development team with paid media strategy idea for pitches and proposals as well as presenting strategy at those meetings where needed

In addition to technical skills, Strategists should be able to effectively communicate, including the ability to:

- Effectively convey insights to the client
- Tie what's happening in the accounts to the client's business
- Build relationships with clients and partners such as engines or networks
- Adjust their communication style based on the audience
- Prepare basic and assist with client-facing deliverables, including presentations and quarterly reviews
- Understand how to effectively organize ideas and concepts through tools such as PowerPoint

EDUCATION AND EXPERIENCE

Bachelor's degree in marketing, advertising or communications and 2-3+ years of work experience managing accounts focused on delivering and optimizing search marketing and/or other interactive advertising campaigns.

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.