



Social Media / Digital Communications Strategist

If you're passionate, creative and results-oriented, then we want to hear from you. As a national award-winning, full-service agency, this is an opportunity to work on both local *and* national brands.

The Social Media / Digital Communications Strategist is responsible for helping our clients map out Social Media strategies and initiatives to engage in meaningful exchanges and create lasting relationships with clients' customers. Our ideal candidate will be passionate about social media and the digital space, and will have their finger on the pulse of the continuously evolving digital environment. All team members are expected to be resourceful and detail-oriented and may be required to perform other duties, which may be necessary or desirable to support the agency business.

Skillset and Responsibilities

This person will be responsible for senior level guidance, creative and promotional ideation and strategy formulation for client social media and content marketing programs and campaigns.

Required

- Proficient in all major social media platforms
- Provide strategic guidance and thoughtful leadership to help guide clients in the social media space
- Develop and implement social media strategies, initiative and tactics
- Develop social media content calendars and monthly reports
- Execute social media participation and engagement
- Monitor and track social media activities and engagement
- Blog, tweet and write POVs about social media including trends, opportunities, challenges and what it means to the marketing space and business' bottom line
- Spearhead key accounts and manage projects, vendors and client relationships
- Proficient in evolving and **pioneering** web-based marketing technologies and strategies
- Keen understanding of how social media integrates with traditional marketing initiatives
- Manage and train social media team
- Develop and grow social media department
- Proficient in social media advertising and manage advertising budgets and placement (Facebook, Twitter, Instagram, etc.)

Presentation and Communication Skills:

- Confidence creating and delivering presentations to clients and prospects



- Possess the ability to articulate and educate the client about social media trends, habits and behaviors on an ongoing basis
- Keep client apprised of social media best practices both internationally and domestically.

Business Development Support:

- Attend social media events, Tweet-ups, etc.
- Conduct social media audits
- Draft proposals and pricing
- Create social media presentations
- Assist Business Development team with creative and strategic ideas as part of the RFP or proposal process

Preferred

- Proficient in digital advertising and SEO
- Proficient in making simple changes to HTML eBlasts and distributing through 3rd party software

Qualifications

- BA or BS degree in related field or equivalent work experience
- 4+ years' experience in media/marketing/communications position at an advertising/PR agency AND at least 2+ years in spearheading social media in related agency/digital environment
- Ability to think critically, identify the sources of problems and develop solutions, and deliver recommendations based on data and analysis
- Creative and detailed-oriented
- Strong knowledge of Search Engine Marketing and digital media space
- Must have excellent communication skills; both written and verbal

Location/Travel

This is a full-time position, working in our Sacramento, CA headquarters. Additional travel may be required for client meetings, media engagements and industry conferences.

This is a FULL-TIME position. Full time positions include health benefits and 401k with significant potential for advancement within the company. Compensation dependent upon experience. Qualified candidates please email your cover letter (in the form of 10 tweets or less) and resume to Ms. Brenda Forman at brenda@merlotmarketing.com. Please include "Social Media Strategist" in the subject line. Equal Opportunity Employer.