

Social Media Community Manager, New York

The LEDE Company is seeking a social media community manager to be the architect and driver of one of our client's organic social media strategy, working with the Head of Marketing and other department heads to ensure the strategy supports our client's goals and cross-functional initiatives.

The client is a well known American Sportswear brand - the social community manager will develop an overarching social media strategy that cascades down into savvy tactics for each social media channel and manage the execution of strategy and tactics in all active channels (Instagram, Facebook, and Twitter).

This role is a cornerstone of our marketing team's mission to champion the brand and interact with consumers.

ROLES & RESPONSIBILITIES

- Develop an over-arching organic social media and follower growth strategy.
- Execute accordingly - develop a portfolio of proven content themes for each active social channel with an additional "test lane" for continuous testing and analysis of new ideas.
- Establish KPI's for organic social media results and share reporting with headline analysis on a frequent regular basis, with a deeper dive review of results in cross-functional meetings on a quarterly basis.
- Serve as the in-house subject matter expert on social media trends with a practical lens on how those trends can be best leveraged. Stay abreast of competitive developments and tactics that are employed by respected brands in streetwear.
- Source and manage influencer relationships to help fuel powerful marketing campaigns.
- Establish and lead community management strategy and oversight that encourages continuous positive engagement of members and deftly handles sensitive interactions.
- Understand the tools and platforms that will enable successful execution of tactics and recommend new/replacement options when applicable.
- Be able to present strategy and content calendars to clients with confidence.

REQUIREMENTS

- At least two-three (2-3) years of experience in managing social media channels and developing creative social media campaigns for a fashion/streetwear brand.
- Excellent written and verbal communication skills, editing skills and attention to detail; Demonstrable expertise tapping into influencer networks to amplify marketing campaigns and substantially increasing brand exposure.
- Thrives at the intersection of creativity and analytics.
- Highly effective at managing multiple new projects while keeping established day-to-day processes running smoothly.

REQUIREMENTS

- Competitive salary and benefits
- Medical, Dental and Vision
- 401(k) plan
- Entrepreneurial culture

ABOUT THE LEDE COMPANY

The LEDE Company is a full-service public relations firm, specializing in entertainment. With dedicated Talent, Strategic Communications and Brand divisions, we work to deliver brand strategy and measurable media results for a wide variety of clients. Our business centers on our expertise, relationships, and resources, all of which enable us to not just meet client expectations but exceed them. With a broad understanding of the new public relations landscape, The Lede Company utilizes its deep media and talent relationships in order to fully grasp TODAY'S CULTURE, and ultimately generate results.



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