



Paid Social Media Manager

Job Description

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Central States Marketing is looking for an organized, detailed, and driven individual who is passionate about marketing and helping clients grow. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing.

The Paid Social Media Manager will lead the social media team with the support of the media director. As a Paid Social Media Manager, you will be responsible for developing and implementing our Social Media strategy to increase our client's online presence, improve their marketing sales efforts and ultimately meet the goals of the client. You will be working closely with all departments of CSM to achieve these goals.

Key Responsibilities:

- Lead the social media team and work cohesively with the media department to design and implement social media strategies.
- Maintain and enhance our social media accounts for our clients.
- Execute campaigns within various social media platforms.
- Serve as a liaison for the social team with the other departments at CSM.
- Create strategic paid campaigns for social media platforms including (but not limited to) Facebook, Instagram, LinkedIn, Twitter, Snapchat & TikTok.
- Analyzing social media strategy and campaigns to be proactive for campaign success.
- Understand social benchmark trends for client verticals.
- Understand the digital journey for clients and coordinate with the entire media team.
- Proactively work to achieve goals for client's success.
- Research social media trends and educate others within the department.
- Manage and oversee day-to-day management of social media campaigns.
- Train and develop as we grow the social media team.
- Manage the schedule and priorities of others within the social media department.

Requirements:

- Minimum of 3 years of experience as a Social Media Coordinator/Specialist or similar role
- Bachelor degree in Marketing, Business, PR, or a related field
- Social Media experience (paid and organic) of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Reddit among others.
- Proficient in using multi-social posting programs such as Sprout Social or Hootsuite
- Social media certification is preferred, but not required.
- Agency experience preferred, but not required
- Enjoys working in a fast-paced environment
- Extremely detail-oriented, with clear and proven organizational skills
- Relevant experience in determining strategic targets for campaigns.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.