



<https://phoenixvirtualstaff.com.ph/job/social-media-marketing-manager/>

Social Media Marketing Manager

Description

We are seeking a dynamic, creative, and results-driven Social Media Marketing Manager to join our growing marketing team. In this role, you will be responsible for developing, implementing, and managing our social media strategy across multiple platforms to increase brand awareness, drive engagement, and support lead generation. The ideal candidate will have a strong understanding of social media trends, content creation, audience targeting, and analytics, along with a passion for engaging with online communities and driving business results.

Responsibilities

- Develop and execute a comprehensive social media marketing strategy aligned with company goals and brand positioning.
- Create and manage social media calendars, ensuring consistent content flow across platforms.
- Stay up to date with the latest trends, tools, and best practices in social media marketing, ensuring that campaigns are innovative and relevant.
- Oversee the creation of engaging, high-quality content, including graphics, videos, blog posts, and social media posts, that resonates with target audiences.
- Curate relevant content from industry leaders, partners, and influencers to share with the community.
- Ensure brand voice and messaging consistency across all social media platforms.
- Build and nurture relationships with followers, fans, influencers, and key stakeholders across social media platforms.
- Monitor social media conversations, respond to comments and messages in a timely and professional manner and engage with the community to foster brand loyalty.
- Address customer inquiries, complaints, and feedback via social media, escalating when necessary.
- Analyze and report on social media performance metrics (e.g., reach, engagement, click-through rates, conversions) to assess the effectiveness of campaigns.
- Track social media trends and competitor activity, providing actionable insights to refine strategies.
- Provide regular reports to senior management on social media performance

Hiring organization

Phoenix Virtual Solutions

Employment Type

Full-time

Date posted

January 3, 2025

and campaign results.

- Perform cold calls
- Develop and execute paid social media campaigns, including budget management, targeting, and creative development.
- Optimize paid ads across platforms (e.g., Facebook, Instagram, LinkedIn, Twitter) to drive brand awareness, lead generation, and sales.
- Monitor ad performance, adjust targeting and creatives, and report on ROI.
- Work closely with the content, design, and product teams to align messaging and campaign goals.
- Collaborate with PR, events, and other departments to integrate social media efforts with broader marketing initiatives and brand campaigns.

Qualifications

- Bachelor's degree in marketing, Communications, Business, or equivalent experience.
- 3+ years of experience in social media or digital marketing.
- Proven success in managing and growing social media platforms (e.g., Facebook, Instagram, LinkedIn, TikTok).
- Skilled in social media advertising, analytics tools (Google Analytics, Facebook Insights, Hootsuite), and content management systems.
- Strong understanding of social media platforms, algorithms, and best practices.
- Strong with lead generation software, CRM (Hubspot, marketing SME)
- Able to set marketing automation via software tools
- Solid Graphic Design and marketing skills
- Exceptional written and verbal communication skills, with a keen eye for detail and brand voice consistency. Creative mindset with the ability to generate fresh ideas for engaging content.
- Solid experience with social media content creation tools (e.g., Canva, Adobe Creative Suite).
- Analytical mindset with the ability to interpret data, track trends, and adjust strategies for optimal performance.
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines.
- Experience with influencer marketing and partnership building.
- Knowledge of SEO and its integration with social media strategies.

- Familiarity with email marketing and automation tools (e.g., MailChimp, HubSpot).
- Experience in eCommerce or B2B social media marketing.
- Passionate about social media and staying current with trends in digital marketing.
- Team-oriented with the ability to work cross-functionally.
- Highly motivated, proactive, and results-driven.
- Strong problem-solving skills and the ability to think strategically while executing tactically.