

Social Marketing Manager

- This is a Client-facing position that manages and supports agency clients and their digital marketing and social account needs. It requires the ability to provide strategic and actionable insights as well as effective optimization strategies to drive digital and social marketing performance and KPI driven results. Candidate must be proactive and accomplish objectives by managing responsibilities ranging from each aspect of a digital and social marketing campaign management, coordinating contents including Influencer contents, channel contents, online & social ad contents to the details of a website update. Seeking a team leader as well as a team player who can work closely with strategy, creative, production, analytics and clients.

Responsibilities:

- Manage hands-on tactical plan development, execution, stewardship and optimization of digital and social media campaigns and programs, including proposal development/evaluation, campaign activation and post-buy recaps.
- Develop and apply a strategy and architecture to support and drive increased customer engagement, brand advocacy, content marketing, community building, campaign activation, and coordination across earned, owned, and paid social platforms and lead community management strategy and operations for all owned social channels of the clients, and responsible for daily operations of social channels of the client including organic posting and listening.
- Oversee social media content calendar for Facebook, Twitter, Instagram, LinkedIn and YouTube (with potential to expand to other platforms) for clients.
- Support for CRM, media, and digital platform; and apply strategic insights and online & social metrics to inform both brand and product marketing positioning, and collaborate with agency teams to provide guidance to client with multi-channel strategies, segmentation and testing.
- Leverage data and analytics to enhance understanding of social communities, measure performance, and recommend actions via detailed reporting.
- Create and support incremental social programs for new business initiatives, including product launches, promotions, and third-party collaborations.
- Work closely with other departments, including Creative, Legal, and Data Science to ensure on-brand messaging, consistency, relevancy, and organizational integration.
- Collaborate with outside vendors to develop ideal plan aligning with campaign objectives
- Budget monitoring & spend reconciliation, meeting financial objectives by forecasting account requirements and managing the account within budget.
- Stay current and aware of changes and trends in the digital and new media landscape and keep appropriate team members informed and knowledgeable of key developments
- Oversight of digital content development including working with creative design, development and copy-writing teams.

Requirements:

- Greater Los Angeles area
- 3-5 years of relevant experience working on consumer-facing brands
- Bilingual in English and Korean (Fluent & Proficient English and some Korean).
- Bachelor's degree, preferably in marketing, communications, or business
- Expertise in using SPROUT SOCIAL for social management, measurement and reporting.

- Expertise in influencer marketing tool, UPFLUENCE, to contact/communicate/coordinate YouTube and other social media Influencers or Talent Management of all levels from micro, macro to mega influencers, for paid dedicated videos for clients and make reports of each video and campaign through key insights, market, trend, engagements and video statistics.
- In-depth knowledge of and passion for digital and social media marketing, platforms and users
- Savvy and knowledgeable about current social trends, innovations, tools, and best practices
- Familiarity with digital formats and pricing models (display, video, native, rich media, CPM, CPV CPA, etc.)
- Understanding of digital marketing ecosystem, including paid and organic search, SEO, display, mobile, experiential, UX and site optimization, digital branding, social network and performance marketing concepts
- Experience with performance-based media and optimization, a plus
- Knowledge and working proficiency with 3rd party ad serving platforms and verification tools including: DCM, DoubleVerify, IAS, Millward Brown, etc., a plus
- Experience with web analytics tools/data such as WebTrends, Omniture, Google Analytics, etc., a plus
- Social agency experience, a plus
- Financial service industry experience, a plus
- Comfortable working autonomously and collaboratively
- Excellent written and verbal communication skills
- Solution-oriented person who takes the initiative to provide and/or search for answers to issues
- Capable of managing multiple, simultaneous projects with tight turn-around schedule
- Ability to effectively delegate tasks and manage based on urgent timelines