

Junior Social Strategist

Job Description

Company Information:

Social Practice is a social media agency that serves locally owned businesses. Our clients include local medical practices (such as plastic surgeons, dermatologists, dentists, gynecologists, etc...), real estate, attorneys, home services, retail and more. To read more about the culture at Social Practice, click [here](#).

Role Description:

The Jr. Social Strategist supports the senior social strategist in the planning and execution of the social media campaigns for our clients. Job duties include, but are not limited to:

1. Managing smaller client accounts which includes strategy, communication and photo/video shoot planning
2. New client onboarding tasks
3. Monthly reports for clients
4. Client growth strategies for Facebook, IG, Twitter, and LinkedIn
5. Organizing social media engagement tactics by continually finding ways to grow the accounts each month based on client performance
6. Effective internal communication across all teams
7. Creation of monthly social content topic calendars + maintenance of updates as changes/assets are received
8. Manage the external engagement strategies through monitoring and providing feedback to the engagement team
9. Contribute creative content ideas during our internal brainstorming meetings
10. Support the SSS in client coordination + campaign execution
11. Create graphics and videos for clients as needed (occasionally)
12. Attend key client meetings

Role Qualifications:

We are looking for an individual with experience in social media who will lead the growth on each client's social media accounts. The Jr. Social Strategist should have the following:

- A strong passion for social media marketing
- Ability to collect, track and analyze data



- Excellent written and verbal communication skills
- Adaptability and strong problem-solving skills
- Excellent active listening skills
- Thorough knowledge of social media
- A sharp eye for detail
- The ability to meet deadlines
- Ability to build rapport and collaborate with others internally and externally
- Understanding of consumer behaviors and industry trends
- Experience working with Google Drive or the ability to learn quickly
- Preferred degree in marketing, communications, or related field

Compensation Details:

Full-time opportunity based on client load. Pay range: \$40,000-\$45,000 starting with opportunity for bonuses based on client load and management experience.

Future Opportunities:

Social Practice is a startup company looking for team members who are passionate about growing their career in the field of social media marketing. Our hope for this role is to develop an individual from entry level to leadership. The following roles are on the roadmap as our business and revenue grows:

- **Jr. Social Strategist:** maintaining client growth while creating additional strategies and managing the Upwork freelancers
- **Senior Social Strategist:** creating and developing a relationship with clients while maintaining client growth and creating additional strategies and managing the Upwork freelancers
- **Senior Social Strategist II:** same as above. You'll additionally be responsible for managing and developing new account team members.
- **Director of Accounts:** managing 5-10 key accounts along with the Senior Social Strategist to help maintain client growth and retention.

How to apply:

Please email Mary Robb at mary@social-practicetx.com your resume, 3 references, and any links to social (Instagram + LinkedIn). Include your experience with social media and/or why you're passionate about social media marketing.