



Position: Marketing Social Media Manager

Company: Loud and Clear Marketing

Location: Any State

Type: Part-Time

Salary: \$25-\$35 per hour, commensurate with experience

Loud & Clear Marketing helps businesses and nonprofits grow.

Do you love changing the world? So do we! We know that every business and nonprofit we help grow makes our community stronger for ourselves and our neighbors. If that sounds like something you want to help us do, consider joining our team!

Your role as Social Media Manager includes:

As a Social Media Manager, you'll develop and implement comprehensive social media strategies aimed at increasing our clients' engagement, lead generation and brand awareness. As part of this role, you'll oversee the creation, execution, and optimization of social media campaigns for various clients. You'll concept brand-related social media content calendars, according to client needs, and upon approval of the client, create social content for platforms such as Meta, LinkedIn, YouTube and X. You'll be attentive to trends in social media content and have a basic understanding of content requirements by platform. You'll produce both static and video content (preferably on Canva), and you'll report on performance to the client in coordination with the digital team (note, we already have experts in digital advertising on social platforms with whom you'll coordinate as part of this role). In some instances, you'll also be responsible for social media post engagement on applicable platforms, and will assist in the creation of social media playbooks as needed.

Responsibilities:

- Develop and implement comprehensive social media strategies that align with client goals.
- Assist with brand building for new clients.
- Achieve marketing KPIs through design and implementation of social media strategies and tactics.
- Manage, create and publish original, high quality, engaging content.
- Supervise, mentor, and guide the social media team, to ensure that tasks are completed on time and meet quality standards, changing often enough to stay current.
- Collaborate and communicate with other writers and designers to ensure content is appealing and informative for the reader.
- Collaborate with marketing teams to create social 'buzz' around clients' lines of business.

- Facilitate communication between client and agency by responding to queries, getting reviews, or organizing Google Meets.
- Prepare weekly and monthly reports on social media campaigns and ROI.
- Communicate with industry professionals and utilize other cross-promotional opportunities via social media to create a strong network.
- Train internal teams on social media strategy in order to maintain a cohesive brand strategy across social media and other channels.
- Stay updated with new digital technologies, social media trends, algorithms, and best practices by participating in online training, when applicable.
- Ensure that best practices are followed in social media marketing efforts.
- Ensure that your assigned portions of a client's retainer or project are carried out according to scope (delivering what we've agreed to deliver), schedule (on time or early), and budget (within the assigned hours), while protecting L&C from scope creep.

Qualifications:

- College degree + college major preferably in a business, marketing, communications field, or equivalent experience.
- Three to five years of work experience as a social media strategist or social media manager, including experience generating content that is trend and platform appropriate.
- Proven record of creating impactful content for Meta, LinkedIn, YouTube and/or X.
- Hands-on experience using social media for brand awareness and lead generation (please be prepared to submit a portfolio).
- Ability to identify target audience preferences and produce content to meet these preferences.
- Skilled multi-tasker with the capability to produce under tight deadlines and high-stress settings; adaptable to varied working hours, including evenings and weekends.
- Ability to manage multiple brands and apply different brand standards to your work.
- Excellent written and verbal communication, along with multitasking skills.
- Able to engage in regular collaboration with peers, management, and clients across departments to ensure effective project outcomes.
- Confident, discreet, and able to handle business with savvy.

What You Bring to the Role:

- A passion for marketing, as demonstrated by knowledge of the industry and its trends.
- Ability to exercise discretion in fast-paced or crisis environments.
- Experience with a variety of marketing tactics.
- Agility and adaptability to changing client landscapes, while driving desired outcomes.

- Ability to work on site in Loudoun County, VA for part of the work week and virtual for part of the week.

What We Bring to You:

- Workplace flexibility (this position requires occasional on site presence).
- 15 days PTO bank annually that can be used for sick or vacation leave, vested after 90 days of employment, non-transferable at the end of year.
- Paid holidays according to the Federal schedule.
- 1 day of paid floating holiday.
- Medical, dental and vision insurance.
- Our clients are currently within the United States.

In order to be considered for this position, you must complete this [online application form](#) and email your resume to jobs@loudandclear.today

About Loud & Clear Marketing:

We are a boutique, women-owned, marketing firm headquartered in Leesburg, Virginia. Our team is dedicated to helping businesses and nonprofits grow. Loud & Clear is a smart, strategic and thoughtful agency. Our team members are responsible, adaptable, intentional, nurturing, and inclusive. We love to exceed our clients' expectations because we're passionate about what we do.