

Social Media Manager

tag is looking for a dynamic and passionate Social Media Manager to help build the agency's Social Media team. The ideal candidate brings thought-leadership to the digital team as it pertains to Social Media. They can comfortably oversee all social activity and strategies for tag clients, managing internal teams, client expectations and communities.

Duties and responsibilities:

- Manage and Execute Social Media plans and calendars for key agency accounts
- Be the face of tag's Social Media team to clients and internal teams, educating everyone on the latest trends, regulations, and best practices
- Oversee all Social Media reporting for tag, uncovering insights and making recommendations with the help of coordinators and strategists
- Collaborate with creative teams to develop content calendars and content for a variety of brands
- Develop playbooks and provide research and insights, support the development of the broader Social Media strategy for each client
- Monitor trends and competitive activity and identify opportunities and threats, while being the active catalyst for improvements
- Challenge the status quo and take leadership in continuously improving tag's Social Media offering and processes

Desired Skills and Experience

- Minimum 4 years experience managing Social Media accounts in an agency environment
- Expert in key social platforms (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Reddit, Snapchat, etc.)
- Highly active on a number of Social Media channels, with an informed opinion about existing and upcoming trends
- Expert in generating meaningful reports for a wide range of audiences and making sound recommendations rooted in data
- Significant experience using Social Media tools; for example, Hootsuite, Sprout Social with a point of view on best usage practices
- A professional "always-on" communicator, comfortable in leading presentations to clients
- A great sense of humour

