

# Senior Paid Social Media Manager



Phone :

Web :

## Job Summary

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Vacancy :

Deadline : Aug 24, 2024

Published : Jul 24, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Later is founded on two success stories that began in 2014: Mavrck, the industry-leading influencer marketing solution (now Later Influence™), and Later, the best social media management platform (now Later Social™) and first-to-market link in bio tool.

We're trusted by the top social platforms, with partnerships and integrations with Meta, TikTok, X/Twitter, LinkedIn, YouTube, and Pinterest.

In 2024, Mavrck and Later officially joined together as one unified business, with a shared vision: to enable the world to make a living with their creativity. We're now on a mission to build the world's first Social Revenue Platform.

Later will be the first inclusive platform where social media managers, influencer managers, and creators can come together to collaborate on content. We enable marketers to create high-performing content and engage in authentic collaborations with creators to reach new audiences, drive engagement, and generate predictable ROI.

As a trusted partner and go-to source for social media advice, we help create an engaged community for reliable performance and repeatable growth.

### About this position:

As a Sr. Paid Social Media Manager at Later, you will be responsible for end to end management of paid social media campaign management for Later Influence customers. You will be working within Later's Professional Services team, reporting directly to our Associate Director of Services. We are looking for someone with direct agency experience and a strong ability to collaborate cross-functionally.

### What you'll be doing:

#### Campaign Management & Coaching

• Manage paid social influencer campaigns including, planning, setup, quality assurance, testing, measurement/reporting, and optimization across Meta Ads, TikTok Ads, LinkedIn Ads, YouTube Ads, Snapchat Ads, and other social media platforms.

• Assist in educating and training new team members in paid social strategy, creation, implementation and reporting

• Managing large budgets and campaigns, acting as a paid social expert, leading cross-department conversations, and contributing to departmental growth.

• Work closely with Program Managers and Program Coordinators and provide guidance on ad messaging, creative assets, CTAs, and optimization efforts

#### Strategy & Planning

• Provide creative & strategic direction on specific initiatives, identifying key messages or creative components that will help clients reach their goals

• Translate strategic recommendations concerning digital experiences into actionable items

• Collaborate with Account Managers & Services account leads to ensure strategies are aligned across all campaign initiatives, establishing training plans to grow the teams knowledge of paid social, and acting as a thought leader

#### New Business & Innovation

• Assist in new business efforts/sales pitches as needed for existing licenses and net-new proposals

• Forecast performance and spend for future budget recommendations

• Stay on top of advertising, marketing, data, targeting, AI, and automation trends that will move the needle on operations and cost efficiencies

• Manage relationships with key cross functional internal partners and external vendors / partners as needed to ensure campaigns are executed on time and on budget

#### Data & Measurement

• Rigorous monitoring and continuous analysis of channel results

• Translate data into clear, concise and actionable insights

• Create and present quarterly, monthly, or weekly reports with analysis of paid social campaign performance along with strategic recommendations for continual improvement

#### Experimentation & Optimization

• Lead consistent experimentation and optimization process to continuously improve results

• Proactively plan and execute different approaches in service to driving maximum results

#### Qualifications:

• Located in Boston, MA and able to come into the office on Tuesdays and Thursdays

• Ability to travel up to 2x a quarter

• Endlessly curious

• Bachelor's degree in marketing, business or related field

• 6+ years of digital paid social media experience with a proven track record of driving results with influencer campaigns. Agency experience is a plus.

• Executional expertise in various advertising platforms, such as, Meta Ads, TikTok Ads, LinkedIn Ads, YouTube Ads, Snapchat Ads, and other social media platforms.

• Strong preferred: Has obtained relevant certifications (Facebook Blueprint, Google Ads, Google Analytics), and proficiency in digital advertising channels.

• Experience launching and managing campaigns in support of internal team members

• Strong analytical and data-driven mindset, with experience analyzing data and metrics to identify areas for optimization

• Dedicated to meeting and exceeding expectations

• Open and responsive to situations that require problem-solving skills

• Excellent communication and collaboration skills, with experience working cross-functionally with marketing, customer, analytics, and product teams

• Strong project management skills, with the ability to manage multiple campaigns simultaneously

• Ability to stay up-to-date with industry trends and best practices to continuously improve performance

#### Our approach to compensation:

We take a market-based & data-driven approach to compensation. We leverage data from trusted third-party compensation sources to help us understand the market value of a role based on function, level, geographic location, and scope. We evaluate compensation bi-annually, including performance and market-related factors.

Our salaries are benchmarked against market Total Cash Compensation for the geographic location of our job posting. Compensation for some roles is structured as On Target Earnings (OTE = base + commission/variable) while for others it is structured as Salary only.

To comply with local legislation and ensure transparency, we share salary ranges on all job postings. Skills, experience and other factors help determine the final salary we offer which may vary from the original range posted.

Additionally, all permanent team members are granted stock options and are eligible to participate in various benefits plans as part of their overall compensation package.

#### Salary Range:

\$105,000 - \$120,000 USD

#### Some perks of being on our team:

• **Flexible PTO:** We want you to take the time off when you want or need to recharge!

• **Learning & Development:** We provide growth opportunities through training, coaching, mentorship programs, and workshops.

• **Parental benefits:** We offer parental leave top-ups, family forming support, and a life-transitions program to ensure you and your family are well supported when returning to work.

• **Healthcare:** Our comprehensive benefits package includes health, dental, vision, STD & LTD, 401k contribution plans (US-based employees), and an Employee and Family Assistance Program to support the well-being of you and your family.

• **Employee Resource Groups:** Belonging is an important part of doing your best work. These ERGs provide support and community for employees.

\*Co-op team members are not eligible for company benefits.

#### Where we work

We hire into our hub cities of Boston, MA; Vancouver, BC; Toronto, ON. We also have team members based remotely for select positions. We post our positions in the hub location(s) where we are open to having the successful candidate be located.

#### Diversity, inclusion, and accessibility

We value diversity of thought; we are committed to creating a diverse environment and are proud to be an equal opportunity employer. All applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, national origin, disability, or age. Please let us know if you require any accommodations or support during the recruitment process.

#LI-Hybrid

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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