

Social Marketing Manager



Phone :
Web :

Job Summary

Vacancy :
Deadline : Jul 10, 2024
Published : Jun 10, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Opportunity

Are you ready to unleash your inner social media wizard and bring Method's online presence to life? We're searching for a Social Media Maestro who's a creative powerhouse, to own social media strategy and execution end to end, thriving in a dynamic, fast paced environment. In this role, you'll have the freedom to push boundaries, experiment fearlessly, and craft gripping content that captivates our audience. But it's not all about whimsy – you'll also dive into the data, using insights to fine-tune our approach and optimize performance.

If you're tired of feeling like your creativity is trapped in a box and ready to let it run wild to drive results, expanding our digital presence and engagement, then we want to hear from you! Say goodbye to cookie-cutter strategies and hello to a world where every post is an opportunity to spark a conversation. Sound exciting? Well then, keep reading!

Here's what's in store for you...

The Role

Social Media Strategy Development:

- Develop and implement a comprehensive social media strategy across various channels including LinkedIn, Facebook, Youtube and more, aligned with overall marketing goals and objectives.
- Define clear goals, objectives, and KPIs to measure the success of social media initiatives.

Content Creation and Curation:

- Create relevant and engaging "stop scroll" worthy content for our social media channels, including written posts, visuals, videos, and interactive content, in collaboration with design and content teams, which may sometimes include you being in front of the camera!
- Diving headfirst into the latest industry and viral trends, riding the wave of whatever captures the internet's wild imagination. No creative handcuffs here – we want you to embrace the chaos and let your imagination run wild as you stay one step ahead of the curve, optimizing our social presence for maximum impact.
- Utilize existing content and adding your own flair with creative tools like Canva
- Curate user-generated and industry-related content to supplement our social media presence and foster community engagement.
- Collaborate with content marketing to support creation and writing of blog articles, ensuring alignment with brand messaging and SEO best practices

Community Engagement:

- Monitor social media channels for relevant conversations, mentions, and trends, and actively engage with our audience to build relationships and drive conversations.
- Foster a positive and interactive community environment by responding to comments, messages, and inquiries in a timely and professional manner.

Performance Analysis and Reporting:

- Track and analyze key social media metrics, such as reach, engagement, impressions, and conversion rates, to measure the effectiveness of social media efforts.
- Prepare regular reports and insights to evaluate performance, identify trends, and inform future strategy adjustments.

What You Bring

- **Creative:** A boundary-pushing, idea-generating powerhouse with a knack for creating viral content.
- **Memes Master:** Fluent in internet culture, adept at crafting memes and short videos (reels, youtube shorts) that leave the competition in the dust.
- **Fearless Innovator:** Thrives on experimentation and risk-taking, constantly pushing the envelope to captivate our audience.
- **Data-Driven:** Balances creativity with analytics, leveraging social metrics to optimize performance.
- **Storytelling Wizard:** Masters the art of storytelling to create compelling narratives that resonate with our audience.
- **Experienced:** 3-5 years of social media experience, preferably in a B2B SaaS, with a proven track record of driving substantial growth in followers, fostering high engagement levels, and delivering tangible results.

About Method

Method understands that businesses are unique and so it is our vision to create a small business platform that is easily personalized for each of our customers. Our flagship product is Method:CRM, a customer relationship management tool made specifically for small businesses who have outgrown their processes. Unlike other CRMs, the combination of Method's deep QuickBooks sync and no-code customization engine enable businesses to achieve their optimal workflows.

At Method, doing fantastic work is just as important as looking out for each other and our community. From flex hours, full benefits and monthly team events to our Method:Gives program, we do our best to support both our employees and community. You can learn more about Method and our team [here!](#)

What We Offer

- Fun team collaborative environment.
- Small company experience – working for a small company like Method gives you deep insight to the inner workings of how a software company operates, as you will be expected to be involved in many discussions: It is the kind of experience you can only get from a small company.
- Training – You will receive initial and ongoing training on Method's products, policies and procedures.
- Flexible hybrid policy
- Great downtown location – Method is located right in the heart of Toronto's young and vibrant 'King West' technology hub at the corner of Adelaide and Spadina Ave.
- Competitive salary
- Health care, vision and dental plan.
- Company and team social events.

Hybrid Policy

At Method we are working on a hybrid schedule. Employees work from the office 2 times each week from our office in downtown Toronto.

In your first 30 days you will:

- Complete Method's bootcamp.
- Understand Method's values and how our teams collaborate to drive results.
- Learn and become an expert of our internal communication tools, norms, and practices.
- Take on posting our planned social posts
- Starting to propose different social strategies and create a few of your own posts

In your first 60 days you will:

- Have developed a proposed social strategy that includes cadences, campaign types, creative tests we'll try etc.
- Be executing some of these tests
- Be regularly posting

In your first 90 days you will:

- Have tested a variety strategies and begin focusing your efforts towards those that work results
- Started to turn your coworkers into social evangelists on LinkedIn and have a plan to increase employee engagement as part of your growth strategy
- Reporting regularly on your results and iterations
- Feel comfortable working across the company to meet social needs
- Participate in your first quarterly review

In your first year you will:

- Participate in your first annual review.
- Have a large number of employees at the company posting and re-sharing our socials
- Have fully transformed our social efforts from an afterthought to a strategic priority for the company
- Feel fully comfortable working across clients and employees to meet your aggressive posting campaign
- Be able to speak fluently to the impact your strategies have had on growth and demand

We thank all applicants in advance, and will contact only those who we wish to interview. No phone calls or agencies please.

Method is an equal opportunity employer for all – regardless of race, colour, ancestry, religion, gender identity, sexual orientation, age, marital status or able-bodiedness. As part of our commitment to be an inclusive and accessible workplace, we're happy to provide accommodations for candidates taking part in the selection process.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
