

Social Media Manager

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Phone :

Web :



Job Summary

Vacancy :

Deadline : Jun 23, 2024

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Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Alexi is an AI platform for litigation teams. We deliver accurate legal knowledge at lightning speed, to help litigators confidently forge a path forward for their clients.

Role Description

We are looking for a Social Media Manager to develop and execute comprehensive social media strategies to increase brand awareness, reach, and engagement.

- Produce and manage compelling social content that aligns with our brand, speaks to our audience, and drives engagement across all major social platforms
- Manage day-to-day activities on all social media platforms, including our content calendar, content creation, posting, monitoring, and responding to comments and messages
- Conduct regular analysis of social media performance using key metrics and analytics tools to optimize strategies and improve results
- Stay up-to-date with the latest trends, best practices, and emerging technologies in social media marketing as well as the legal industry, and legal tech space
- Monitor competitor activity and industry trends to identify opportunities for growth and innovation
- Cultivate relationships with influencers and industry partners to expand our reach and amplify our brand message

This is a highly collaborative role which sits within our Brand & Creative team. This is a hybrid position, with the expectation of working primarily in our Toronto office, but with flexibility for some remote work.

Qualifications

- 3+ years proven experience managing social media accounts for B2B brands, preferably in the legaltech or fintech space
- Strong understanding of social media platforms, algorithms, and best practices
- Excellent written and verbal communication skills, with a keen eye for detail and creativity
- Proficiency in using social media management tools and analytics platforms

Bonus Points

- Experience working in start-up/scale up environments
- Basic design skills (able to use Canva templates)
- A keen interest in AI and legal tech

Notes:

- We are looking to hire a candidate based in Ontario with proximity to the GTA
- Salary range 70k-80k CAD

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
