

Social Media Strategist

Phone :
Web :



Job Summary

Vacancy :
Deadline : Oct 13, 2024
Published : Sep 13, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

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.

Location: Remote

Type: Contract, Ongoing

Duration: Per Project Basis (Up to 40 hours / week)

Position Overview:

We are seeking an analytical and strategic Social Media Strategist to join our team on a contract basis. As a Social Media Strategist, you will be responsible for developing data-driven strategies, gathering & analyzing performance metrics, and providing insightful reports to optimize our clients' social media strategy by improving performance and/or presence.

Key Responsibilities:

- Develop comprehensive social media strategies to enhance brand awareness, engagement, and conversion for our clients.
- Collaborate with clients and internal teams to understand business objectives and create data-driven social media plans.
- Analyze social media performance metrics across various platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, and others.
- Utilize analytics tools to track, measure, and report on the effectiveness of social media campaigns.
- Develop Provide actionable insights & recommendations based on industry best practices & the customers current state to optimize social media strategies and improve results.
- Conduct competitive analysis & research to identify opportunities for growth and differentiation.
- Stay updated with the latest social media trends, tools, and best practices to ensure our clients remain at the forefront of digital marketing.
- Develop and present regular reports to clients and internal stakeholders, showcasing the impact and ROI of social media efforts.

Qualifications:

- 5+ years proven experience as a Social Media Strategist or similar role with a strong focus on analytics and reporting.
- Deep understanding of social media platforms, trends, and analytics tools.
- Strong analytical skills with the ability to interpret data and generate insights.
- Experience leveraging AI to streamline processes & development of materials in a streamlined & consistent way
- Experience with social media management tools, preferably Later, and analytics platforms
- Excellent written and verbal communication skills, with the ability to present data in a clear and compelling manner.
- Strong project management skills with the ability to handle multiple clients and projects simultaneously.
- Ability to work independently and as part of a team in a fast-paced environment.
- Bachelor's degree in Marketing, Communications, or a related field is preferred.

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

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Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
