



**WHO WE ARE:**

At &Barr, we believe it's not what you do it's why you do it. Your "purpose" should be why you thrive from day-to-day, therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit the employee to the description identified. It is our expectation that each team member will offer their services wherever and whenever necessary to ensure we are the agency of choice for both our clients and employees.

If you thrive in a collaborative environment with professionals as invested as you are... If you're ready to be challenged... If you are eager to see just how far you can push yourself and us... Then we have an awesome opportunity for you.

**JOB TITLE:**

Social Media Senior Strategist

**REPORTS TO:**

Vice President/Creative Director

**JOB SUMMARY:**

Social media strategic leader who is experienced in success development, execution, and measurement of organic and paid social media initiatives, as well as social influencer campaigns, for strong brands. This professional is well versed in development, planning, managing, and evaluation of robust, diverse social media initiatives to support the business objectives of companies to drive results. This professional is always current on social media trends and constantly on the forefront of emerging social media strategies and tactics to provide forward-thinking recommendations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Lead strategic social marketing for B2B and B2C clients across diverse industries, including proactive monitoring of trends and providing innovative ideas. Advocate for the value of social marketing, keep internal teams and clients up to date on social best practices and new, emerging trends. Drives thought leadership in content development from a social-first lens.
- Develop deep understanding of our clients' businesses – be a critical collaborator and leader and provide real-time POVs and inputs in client-facing communications that deliver on business objectives.
- Communicates with internal agency resources and clients daily and is responsible for building strong internal and external relationships and contributing to the clients' strategic issues, marketing initiatives, and educational needs regarding social media.
- Partner closely with the Paid Social team to provide recommendations for holistic social marketing strategy, including content, influencer marketing, trends watch, etc.
- Work with the Data and Analytics team to continue to improve reporting for social media, while telling a story but focusing on data-driven results and proving social media's business impact. Develop and own KPIs to measure social media efforts and back up data-driven business decisions.
- Build out our emerging Social Media team and services to best serve clients and put efficient processes in place. Manage, grow and lead a new team and nurture their career growth.
- Collaborate with Paid Media and PR teams to create influencer marketing strategies, lead the programs, initiatives or activations, and provide insight for creative development.
- Partner closely with media platforms including, but not limited to, Facebook, Instagram, LinkedIn, Snapchat, TikTok, and Twitter to deliver proactive recommendations in community management, influencer marketing, social listening and response.
- Work closely with Account Service, Creative, Media and PR teams to manage client relationships as related to paid/organic social strategy, team and performance, maintaining and growing the business.
- Thrive in a fast-paced and demanding environment with the ability to manage many projects simultaneously under tight deadlines.
- Collaborate with clients and internal teams to ensure overall client goals and objectives are met and innovation is at the forefront of creativity and strategies.
- Support and participate in new business efforts.
- Consistently demonstrates sound judgement and strategic thinking, in accordance with Agency's [mission, vision, and values](#) and never sacrifices quality for speed.



## QUALIFICATIONS

- 7-10 years developing and implementing social media programs for brands within an agency and/or in house.
- Bachelor's Degree in related field preferred, but not required
- Proven track record of building brand equity, driving revenue growth and increasing audience engagement.
- Agency experience preferred.
- In-depth knowledge of publishing content for platforms including, LinkedIn, Instagram, TikTok, Facebook and Twitter.
- Experience leading strategy and execution across multiple brands at the same time.
- Strong managerial skills and ability to uphold an environment of learning, growth and mentorship within a growing team.
- Data driven mindset, with the ability to interpret metrics, optimize campaigns, draw conclusions and communicate wins to key internal and external stakeholders.
- Experience leading influencer marketing strategies and programs, working with content creators with activations and cross-channel campaigns.
- Deep understanding of paid media and how to strategically optimize content.
- Art direction experience with graphic design, videography, and or/photography preferred.
- Collaborative mentality who can lead the bigger picture, while still getting your hands dirty.