

# BOONEOAKLEY

**Reports to:** Creative Director & Director of Client Services

**Direct Report:** Manager of Creative Technologist

**Date:** January 2019

## Overview

The Digital and Social Media Communications Manager will be responsible for leading all digital and social strategic thinking and campaign development/implementation for the agency. This includes oversight of conceiving, and developing marketing campaigns, digital content, website and other creative promotional executions.

## Responsibilities

- Provides leadership across cross-functional teams in the execution of all insight discovery, digital strategy, content development and social media marketing engagements
- Defines scope, recommends approach and execution of digital / social media strategies for clients
- Provide leadership, direction and relevant insights that will guide social media efforts and integrated digital marketing communications planning
- Work alongside internal teams to concept and develop digital and social content
- Oversee and help optimize all things digital, social, web and mobile based.
- Synthesize analysis to make actionable recommendations that drive digital marketing objectives
- Deliver compelling competitive analysis, audience analysis, industry trends and direction to identify and address key digital opportunities
- Optimize website and social media channels for SEO
- Post campaign analysis and reporting
- Strong presentation, verbal and written skills with proven ability to develop well written documents and presentations
- Consistently identify new opportunities for client/brand growth and ensure that approaches and solutions are linked to objectives and future needs
- Participate in strategic new business development
- Stay current on users, influencers, interactive trends, best practices and digital experiences with an eye towards BooneOakley's client base

## Qualifications

- 5+ years of proven experience and expertise in developing and implementing digital strategies and marketing plans
- Dynamic interpersonal skills and able to work well with cross-functional internal teams, partners and clients
- Strong understanding and management of integrated advertising experience across multiple media platforms
- Ability to manage internal and external relationships and expectations through effective interpersonal communication, negotiating and partnering
- High level knowledge of web and mobile development and design lifecycle
- Full understanding of how to apply the methodologies of interactive design and research to website and product development
- Ability to manage multiple tasks concurrently in a deadline driven process