



WE'RE HIRING:

SOCIAL MEDIA MARKETING MANAGER

Reed Art Department **RAD**⁺ is a NYC based creative, design and marketing agency founded and led by *jeffstaple*.

RAD⁺ seeks an experienced Social Media Marketing Manager with a passion for street culture, fashion, and consumer brands that can lead RAD & Jeff Staple's organic marketing efforts. This role is critical to growing our reputation, building awareness with fans and the media, and attracting new growth opportunities.

Key Responsibilities

- 1. Strategy Development:** Crafting comprehensive social media marketing strategies that align with the company's goals, including brand awareness, customer engagement, and sales objectives.
- 2. Content Creation Curation:** Overseeing the creation of engaging content across various social media platforms. This includes written posts, edited videos, photo selection and editing, graphics, and interactive content.
- 3. Brand Management:** Ensuring that all content is in line with the brand's voice and image. At times, there may also be oversight of client brand campaigns and collaborations with influencers or other brands.
- 4. Analytics and Reporting:** Monitoring, analyzing, and reporting on the performance of social media initiatives. This involves using analytics tools to track engagement, reach, and conversions, and making data-driven decisions to optimize future campaigns.
- 5. Community Engagement:** Actively engaging with our audience on social media, which includes responding to comments, messages, direct messages and managing community discussions or feedback.
- 6. Trend Awareness:** Keeping up-to-date with the latest social media trends and platform updates to ensure the brand remains relevant and ahead of competitors.
- 7. Cross-functional Collaboration:** Working closely with other departments, such as client strategists and creatives to ensure a cohesive brand message and content/editorial calendar aligned with company projects and goals.
- 8. Budget Management:** Managing the budget allocated for social media marketing, including paid advertising on social platforms, content creation and sponsorships.



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Job Requirements

Experience:

- 3–5 years of experience in social media marketing.
 - Proven track record of managing social media platforms for a brand or brands. Preference for brands with a high degree of cultural relevance and audience passion.
 - Experience in developing and implementing social media and content strategies.
 - Familiarity with social media analytics tools and the ability to analyze data and metrics to gauge campaign effectiveness.
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Skills and Knowledge:

- Strong understanding of social media platforms (TikTok, Snapchat, Twitter/X, Instagram, LinkedIn, Facebook, Meta etc.) and their respective audiences and content models.
- Demonstrated portfolio of content management that demonstrates brand voice, originality and social responsiveness.
- Excellent writing, editing (photo/video/text), and communication skills.
- Adept at contributing new and innovative ideas.
- Knowledge of online marketing channels and SEO/SEM.
- Strong analytical skills to interpret social media metrics and apply insights to improve strategies. Knowledge of Google Analytics and social media advertising.