

Social Media Manager

ABOUT THE JOB

Looking to join a full-service creative agency and make an immediate impact? AccessU is looking for a creative and strategic Social Media Manager to develop and execute compelling content that grows audiences and deepens engagement while maintaining brand standards and authenticity.

In this position, you report to the Director of Public Relations.

YOUR FOCUS

- Develop and execute comprehensive social media strategies aligned with the mission of our clients
- Create and curate compelling content across multiple platforms (Instagram, LinkedIn, Facebook, Twitter, BlueSky, Threads, TikTok, etc.)
- Build and maintain content calendars that align with campaign objectives and timelines
- Analyze social media metrics and provide actionable insights to optimize performance
- Stay current on social media trends, best practices and platform updates
- Manage community engagement across platforms, including responding to comments and messages
- Provide real-time social coverage during live events (may require travel)
- Collaborate with team members to brainstorm innovative content ideas and strategies
- Partner with other team members to ensure message alignment across content types, including digital ads, online content, and organic social content

WHAT YOU POSSESS

- 2-5 years of experience managing social media accounts, agency experience preferred
- Demonstrated ability to grow engagement and audience across multiple platforms
- Strong writing skills with the ability to adapt tone for different clients and platforms
- Experience with social media management tools
- Basic graphic design skills (familiarity with Canva or Adobe Creative Suite)
- Understanding of social media analytics and reporting
- Proven ability to meet deadlines and manage multiple projects in a fast-paced environment
- Strong attention to detail and commitment to quality
- Collaborative mindset and ability to work across teams
- Portfolio of successful social media campaigns

BENEFITS

Join AccessU's innovative team and play a pivotal role in driving our agency's success. We offer a competitive salary, a vibrant and creative work environment, and opportunities for professional growth. Apply now to become part of our team of passionate professionals.

- Competitive salary with performance-based bonuses
- Generous PTO and flexible working arrangements
- Comprehensive health and wellness package
- Company Retirement Plan

ABOUT ACCESSU

As a full-service creative agency, AccessU specializes in websites, videos, and smart digital strategies. Our passion is generating leads and exceeding KPIs. Our mission is helping our clients live their mission. At AccessU, we take care of business with three core values: tenacity, care, and beauty.

We are curious by nature; nimble, scrappy, and low maintenance by design. We fervently dig into a brand, and it becomes our own.

We're not the biggest agency in the world, but that only ignites our competitive spirit. For us, every job is a chance to prove ourselves and outdo ourselves.

Responsiveness is our superpower. We're fast, but we're obsessed with the fine details. We deliver quality, yes. We just do it quickly. We're also the kind of agency where every client is everyone's responsibility, where we're all invested in a client's success.

Diversity of people and perspectives is one of our greatest strengths.

Do something big with us!