



## Digital Marketing/Social Media Manager

**Location:** Houston, TX In-person

**Hours:** Full-time (45-55 hrs/week)

**Experience:** Bachelor's degree (Marketing/Ad agency experience a BIG plus!)

### **Please Note:**

*This position requires around-the-clock flexibility. Sometimes, you'll be working (or need to be available) before or after hours, on weekends, holidays, etc. – and often on short notice. This includes responding to emails, texts and/or phone calls.*

*That's agency life, baby!*

### **The Brief**

If your middle name is “branding,” you dream in digital and you're always thinking one step (or several steps) ahead, you could be the Digital Marketing Manager we're looking for.

We – and our clients – need more than someone who can put up a social media post and call it a day. Digital marketing is about way more than social media (and if you're thinking of applying for this position, we hope you're saying, “Duh” at the screen right now).

We're looking for someone who knows a whole lot about a little bit of everything digital. A master of brand strategy. An authority on analytics. An ace at organic AND paid social media. A guru of email marketing.

As Satori's Digital Marketing Manager, you'll oversee the entire digital marketing strategy of our clients' brands (and ours!), using your creativity, clever thinking and problem-solving skills to increase brand awareness across all digital platforms.

We're not gonna lie: It's a big job. But it's also a fun job and no two days (or possibly hours) will ever be the same.

If you're up for the challenge and down for a sweet opportunity, we want to hear from you!

## Meet Satori

To most, Satori means sudden enlightenment (like, “Whoa...I just found my perfect job opportunity!”) But to us, it’s so much more. Satori is a noun. It’s an adjective. Sometimes, it’s even a verb (“Wow, we need to Satori the \_ out of this”). The Satori team moves as one unit – Account Service, Creative, Media, Public Relations, Strategy and Social Media – and we move swiftly. We’re driven by culture, of the team and of the moment. We work hard and play hard. We walk, talk and think like humans, not like marketing robots or bigwig wannabes. We’re real and authentic — sometimes to a fault (we might cuss a little, too). And we support our clients and each other like family. When it comes to people to joining our team, we look for those who do the same.

### **Position Responsibilities:**

- Collaborating with the Satori team to develop results-driven digital media strategies
- Setting quantifiable goals for each digital platform, including social media, email campaigns, and other digital efforts to be defined
- Developing the digital marketing content calendars for each client according to those goals, a minimum of four weeks in advance
- Submitting and managing the calendar posts through the approval process
- Planning, developing and executing paid social campaigns on various platforms to build out campaigns, including:
  - Testing variations of ads to determine which ad performs the best
  - Optimizing and scaling social media campaigns
  - Creating custom audiences and lookalike audiences for social media ad campaigns
  - Monitoring and managing boosted posts, as budget allows
- Planning, developing, and executing organic social media marketing, including:
  - Developing and maintaining regular and frequent cadence of original and repurposed content postings across all platforms
  - Leveraging the advantages of social media promotions/contests, influencer marketing campaigns, social media audits, infographics, hashtags, memes, Facebook Live, etc.

- Sharing targeted content from website blog on social channels, increasing blog readership through social media engagement
- Maintaining unified brand voices across different social media channels
- Interacting with users and responding to social media messages, inquiries and comments in a way that always positively represents the brands
- Working with the Creative Team to coordinate images, videos and text needed
- Executing email campaigns as scheduled
- Preparing and reporting monthly performance reports on KPI's against goals
- Maintaining multiple paid social media campaign budgets that can range from 10k – 200k
- Creating and maintaining campaign reports, including budget, results and more
- Consistently conducting “social listening” across all platforms and providing regular reports
- Developing and sharing reports on social media ads trends with the team
- Participating in client calls when necessary.
- Attending events and producing live social media content
- Throwing out insanely fresh ideas during team brainstorms for client projects
- Completing special one-off projects when necessary
- Memorizing and understanding the Satori Core Values are a way of life
- Performing other assorted duties, as assigned

### **Position Must-Haves**

- Bachelor's degree
- **At least** 3-5 years of experience ALL things digital and social media (e.g., Facebook Ad Manager, Hootsuite, Sendible, Buffer, Emma, Constant Contact, Mail Chimp, Google analytics, etc.)
- Strong copywriting and copyediting skills

- Excellent written and verbal communication skills, coupled with the ability to quickly respond to questions and critiques from clients and coworkers
- Excellent campaign budgeting and reporting skills
- Have proficiency in Microsoft Office and other applicable platforms
- Remain current with trends in social/online culture. Apply new technologies and best practices in social media
- Able to take direction and feedback from clients and co-workers in stride
- Must have a willingness to collaborate with those around you
- Able to think creatively and act on those creative inclinations
- Have more passion for your work than necessary – while understanding when to defend your work and when to learn from it
- Have the fire to throw caution to the wind and throw out ideas for concepts, campaigns and designs (don't be shy – even not-so-great ideas can spark brilliance!)
- Be a self-starter who is searching for an opportunity to work in a dynamic and fulfilling environment
- Able to work autonomously without constant supervision
- Able to manage stressful situations (you know those deadlines), stay organized and put in extra hours when needed

### **Physical Requirements**

Work is performed in an office setting, but travel is a possibility. You may be subject to sitting, standing or walking for extended periods of time (especially if this helps the creative juices flow). You must be able to lift up to 50 lbs. (or be able to convince someone to do it for you).



If this sounds like your kind of gig, email [HireMe@satori.agency](mailto:HireMe@satori.agency) with:

- **Your resumé**
- **Your portfolio** (must include a paid social media campaign of no less than 35k, with results)
- **Answers to the following questions:**
  - In one sentence, describe how you **work best**.
  - One of Satori's core values is "**F\*ck your ego**." Tell us in 2-3 sentences what that means to you.
  - What are two things you do on the regular to be a **good human**?
  - What's your **creative superpower** and how will you use it to impact the work you do for our client.