



AARON DUNCAN

Job Title: Social Media & Media Manager

Location: Chesterfield, Missouri / Hybrid + Travel

Job Type: [Full-time]

Introduction: We are seeking a creative and strategic Social Media & Media Manager to oversee our organization's social media presence and media relations. The Social Media & Media Manager will be responsible for developing and implementing social media strategies to increase brand awareness, engage audiences, and drive traffic to our digital platforms. Additionally, this role will manage media relations, including press releases, media inquiries, and public relations activities.

Key Responsibilities:

Social Media Management:

- Develop and implement social media strategies to achieve marketing goals and objectives.
- Manage and oversee social media content creation, including text posts, graphics, videos, and other engaging content.
- Monitor and analyze social media performance metrics and KPIs. Use insights to optimize strategies and improve engagement.
- Stay updated with social media trends, tools, and best practices. Implement new features and functionalities as appropriate.
- Engage with followers, respond to comments and messages in a timely manner, and build relationships with the community.
- Collaborate with marketing, sales, and other teams to integrate social media activities with overall marketing campaigns and business goals.

Media Relations:

- Develop and maintain relationships with journalists, bloggers, influencers, and media outlets.
- Write and distribute press releases, media alerts, and other materials to promote company news and events.
- Manage media inquiries and interview requests. Prepare spokespeople and executives for media engagements.
- Monitor media coverage and sentiment. Prepare media reports and analyze results.
- Identify opportunities for media placements, partnerships, and collaborations to enhance brand visibility.

Content Creation and Management:

- Create compelling content for various platforms, including social media, website, blogs, and email newsletters.
- Coordinate content calendars and schedules. Ensure timely and consistent delivery of content.
- Collaborate with internal teams, agencies, and freelancers to produce high-quality multimedia content.

Analytics and Reporting:

- Track, measure, and analyze performance metrics for social media and media campaigns.
- Prepare regular reports and presentations to showcase results, insights, and recommendations for optimization.
- Use data-driven insights to adjust strategies, improve performance, and achieve marketing objectives.

Required Skills and Qualifications:

- Proven experience as a Social Media Manager, Media Manager, or similar role.
- Strong understanding of social media platforms, trends, and best practices.
- Excellent written and verbal communication skills. Ability to craft compelling content and pitches.
- Experience in media relations, including writing press releases and managing media inquiries.
- Creative thinker with strong analytical abilities and problem-solving skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Bachelor's degree in Marketing, Communications, Journalism, or a related field.

Preferred Qualifications:

- 5+ years experience in Public Relations, Marketing, Media Relations is a plus.
- Knowledge of social media management tools (e.g., Hootsuite, Buffer) and analytics platforms (e.g., Google Analytics).
- Experience with graphic design and video editing software is a must.
- Certification in Social Media Marketing or Digital Marketing is a plus.

Benefits:

- Base salary.
- Healthcare benefits after 90-days.

How to Apply: If you are a strategic thinker with a passion for social media and media relations, we invite you to apply for the Social Media & Media Manager position. Please submit your resume and a cover letter outlining your experience and qualifications relevant to this role. We look forward to hearing from you!