

Job Title: Communications Manager

The position of communications manager is responsible for social media marketing and communications, digital advertising campaign management and public relations outreach across all event properties.

Must have experience working with Facebook and Instagram advertising, Twitter, Constant Contact, Google Ad Words. Experience with retargeting is preferred.

Job Description

Gray Matter Marketing is looking for a creative self-starter with strong marketing and communications skills. This includes the ability to create and cultivate content that will attract new customers and interact daily with targeted communities and networks. Customer service is the top priority.

The goal of the position is to increase customer engagement and affinity towards our brand and events, while in turn boosting website traffic and event ticket sales by strategically implementing all aspects of digital marketing. All employees are expected to work at our events, which does involve physical labor.

Social Media Responsibilities

- Build and execute social media strategy through competitive research, benchmarking, messaging and audience identification
- Execute all social media advertising campaigns
- Manage social media marketing budgets
- Generate, edit, publish and share daily content across multiple platforms, that builds meaningful connections and encourages targeted customers to register for our events
- Optimize all of our company pages and sub-event pages within each platform to increase the visibility of company's social content
- Monitor and moderate user-generated content across all platforms
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, industry trends and best practices, and then acting on the information
- Collaborate with all staff daily (creative, marketing, budget management) to identify and execute the best strategies for Gray Matter Marketing

Communications Responsibilities

- Serve as the voice of the company, and should be included in all matters which are customer-facing.
- Collaborate and contribute on all e-mail marketing
- Create press releases and manage all media inquiries and communications

Requirements

- Positive attitude, customer oriented with strong organizational skills
- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tool knowledge
- Knowledge of online marketing and good understanding of major marketing channels