



Manager, Digital Services

Position Summary:

The Manager, Digital Services reports to the VP, Marketing Services and acts as a digital/social expert for assigned clients and is responsible for ensuring media strategies and deliverables meet or exceed all strategic requirements. In addition to digital planning/buying efforts and social marketing administration (inclusive of both content creation and management) on behalf of clients, the Manager will also be involved in the day to day implementation of TideSmart Global (TSG) digital properties and marketing campaigns that build brand awareness, drive prospect engagement and maintain client loyalty.

Key Outcomes:

- Serve as the digital and social media expert, keeping current on all digital trends and technologies.
- Guide clients in the development and execution of innovative digital/social media strategies.
- Assess needs of local (franchisee) clients; recommend and implement local digital properties (e.g. Facebook pages, websites, microsites, etc.) and campaigns to meet local client needs.
- Daily responsibility for social media content creation and publishing schedules across Facebook, Twitter, LinkedIn, Instagram, Google+, Pinterest and YouTube and/or other social channels, for select clients, TideSmart Global and our associated agencies (e.g. Promerica Health).
- Daily responsibility for monitoring and managing key web properties (both client and agency owned).
- Monitor trends in social media channels (i.e. Facebook, Twitter, LinkedIn, etc.), tools and metrics and appropriately apply that knowledge to increase the effectiveness of our digital/social media efforts.
- Provide on-going posting and analysis of content while maintaining daily response activity.
- Create digital/social content according to client- or agency-provided criteria/guidelines.
- Lead the user experience strategy for the digital marketing functionality of a local marketing platform for a national franchise client (on which local franchisees can order and customized locally-appropriate digital campaigns); ensure easy navigation in the platform to increase user adoption.
- Participate in client and partner agency calls to set priorities and communicate direction.
- Contribute to agency new business efforts as a digital marketing and media expert.
- Special projects (TBD) as assigned by supervisor.

Skills/Knowledge/Competencies (Behaviors):

- Full comprehension of digital media buying and negotiation strategies.
- Strong project management and performance management skills.
- Hands on experience in using social media management and analytics tools such as Sprout Social
- Ability to make sound decisions fast
- Coaching, leading and mentoring (internal staff, customers)
- Good problem solving skills; maintains confidentiality

- Ability to work in a high paced, high pressure environment
- Must be a multi-tasker who works well under possible high stress situations
- Exceptional writing/verbal communication skills

Education/Experience:

- Four-year college degree, with an emphasis on marketing, and particularly Digital Marketing and Media Strategy (Display, Social, Mobile, Video); MBA desirable
- 5+ year's agency or brand-side experience.
- Previous experience in the healthcare, pharmaceutical and wellness fields strongly preferred.
- Both B2C and B2B experience preferred.
- Proficiency in all Microsoft Office and Adobe programs.
- Proficiency in CMS, Google, and social listening tools
- Experienced in software management and user-experience development.