

Job description

The Cirlot Agency

Digital Communications Strategist

Job Description

Onsite Full-Time Employment

Jackson, Mississippi

No Freelancers

Who We Are

The Cirlot Agency is a 36-year-old, full-service global brand strategy, integrated communications, and business development firm that services accounts ranging from Fortune 100 companies to some of the world's largest privately held corporations on a national and international basis.

Who You Are

You are a strategic thinker with 3-5 years of experience in social media and/or digital communications and have ...

- A Bachelor's degree
- Good understanding of B2B social media marketing
- Excellent writing and communication skills
- Ability to manage your time, priorities, budget, and resources for a successful outcome
- Expert knowledge of all social media platforms

Essential Functions

- Work with our SEO team to develop, create, implement and maintain an SEO/SEM strategy to increase brand awareness for our clients
- Develop highly engaging social media content strategies that showcase client brand and products, drive engagement, and leverage all digital communications
- Create, implement and maintain digital content strategies across all online platforms
- Create and share annual social media plans that clearly map out priority topics, themes, events, and always on-brand
- Partner closely with global positioning and communications, digital marketing, and editorial teams to align social content key marketing priorities (such as PR, external relations, web)
- Collaborate with PR and Marketing teams to plan and execute paid social media campaigns
- Collaborate with design teams to maintain and enhance social media creative and design
- Manage a digital content marketing budget, timeline, campaign, and plan
- Oversee strategy and creative assets to develop specific content for various campaigns that meet brand standards
- Uphold client branded content across all platforms and all work
- Maintain an understanding of strategies for different platforms

- Identify and analyze competitive strategies
- Support the agency and clients in coordinating marketing events, product launches, presentations, video, and photo sessions
- Work with analysts to make informed data-driven decisions and uncover actionable insights
- Incorporate content marketing metrics into all campaigns to analyze and measure the effectiveness
- Use measurement tools and analytics to recommend strategy and content placement

Education

- High school diploma or equivalent required
- Bachelor's degree in marketing or related field required

Experience

- Minimum of 3 years of increasingly responsible CORPORATE experience performing marketing and brand management
- Social, digital marketing skills required
- Experience with data measurement platforms required

Skills

- Professional written and verbal communication skills
- Strong presentation skills
- Ability to align day-to-day activities to assigned objectives and incorporate feedback and take direction well
- Ability to manage projects through digital tools, such as Hootsuite, Meltwater, and Social Sprout
- Ability to manage digital marketing tactics including SEO, ASO, social and content marketing campaigns, and measurement through analytics
- Proficiency with social media analytics, Google Analytics, etc.
- Demonstrated experience developing a wide variety of content such as digital campaigns, digital communications plans, digital instructional materials, brand communications
- Strong understanding of PR, branding, and brand management
- High attention to detail and self-motivation skills
- Ability to perform work accurately and thoroughly

Job Functions

- Marketing
- Public Relations
- Digital/Social Communication

We are looking to fill this position in Jackson, MS, immediately. No remote/off-site applications will be considered. No phone calls, please.