



**Title:** Social Media Manager; Full-Time

### **About Us**

JHL Company is a full-service public affairs, communications and events consultancy, offering a full suite of services to meet each of our client's unique needs. We have over 20 years of experience in handling every aspect of our services from strategic planning to execution and goal tracking across four key disciplines: fundraising, event planning and management, stakeholder and target audience identification, and public affairs counseling. JHL Company works closely with both for-profit and not-for-profit entities, trade organizations, and government offices. We excel at maximizing relationships so that our clients reach their full potential and return on investment. We do it right.

### **Requirements**

- Bachelor's degree
- Knowledge of social media channels and business/advertising tools (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.)
- Awareness of digital marketing trends
- Light proficiency in design software (Photoshop, InDesign, etc.)
- Keen understanding of social media promotion and messaging
- Ability to create brand-consistent content
- Ability to track analytics and ensure social media promotion projects stay on budget
- Strong written and verbal skills
- Organized and detail-oriented
- Comfortable being client-facing and proper phone and email etiquette
- Knowledge of Microsoft Office suite

### **Preferred Majors**

Communications, Public Relations, Marketing, Digital Media, Business

### **About the Role:**

The Social Media Manager will manage all clients' social media accounts and spearhead the strategy as well as the day-to-day engagement. The Social Media Manager will work closely with the Communications team to ensure that the client's goals and messaging are reflected in social media advertising. The person in this role will have the opportunity to work on a variety of accounts and learn how social media contributes to the success of public affairs and event planning.

The Social Media Manager should be able to work independently and with little oversight. We expect that the person in this position will keep up with current digital market trends and propose new ideas to better our client's campaigns. This role will be client-facing and the Social Media Manager is expected to maintain professionalism and nurture positive client relationships. Specific tasks include creating social media strategies to align with the client's goals, manage day-to-day posting and engagement, ensuring social media channels and messaging are reaching the right audience, creating advertising plans and managing budget, analyzing social media analytics and



troubleshooting, keeping up to date with current digital marketing trends, website maintenance, graphic creation, and video production.

**Compensation**

This is an entry level job position. Employee will receive salary and benefits.

**How to Apply**

Interested applicants please submit a cover letter, resume, and two work related references to McCall Lewis via email at [mccall@jhlcompany.com](mailto:mccall@jhlcompany.com).