

## JOB DESCRIPTION

### Social Media Strategist

**Full-Time | Remote | Company based in Phoenix, AZ**

Axle Eight is a boutique digital marketing agency with clients across the globe. We work with small to mid-sized companies and love bold brands who aren't afraid to push the boundaries of the "status-quo" for their respective industries. From SEO and content creation to paid ads and email marketing, companies choose to work with us because of our adaptability and "human-first" approach to all of our relationships.

We've had rapid growth the past 5 years and we are seeking an Incredibly sharp, creative, and self-directed social media strategist to join our team! - Also low key we're excited to gain someone on the team to add even more spice to our daily internal dialogues that may or may not get slightly off topic ;-)

#### **What you'll be doing:**

- Serving as the social media expert on our team to formulate and manage social strategies for 15-20 clients. This includes making recommendations based on the clients' needs and goals

- Write all captions, provide design direction to designers for social imagery, optimize and schedule social posts across platforms for our clients
- Help determine the right content format(s) to suit a client's target audience, content substance, and purpose/objective
- Managing each client's social content calendar
- Deep industry research and business unpacking to craft the overall social strategy and plan for our clients.
- You'll be helping build out the social media processes for more efficiently and effectively fulfilling social media for the agency
- Collaborating with contractors and the opportunity to hire contractors
- Answer strategic social questions in client meetings over Zoom calls, email and slack.
- Track performance of social and spot patterns and trends in the data in order to formulate action plans
- Communicating results of social media efforts via reports and over monthly calls with clients

### **Qualifications:**

- Proven experience creating and executing social media strategies to drive measurable results
- Expert knowledge of major social media platforms and networks
- Experience delivering on social for LinkedIn, Facebook, Instagram, and Twitter
- Experience working in a marketing agency, consulting, or start-up environment
- Ability to deliver creative content (text, image and video) organically and using social platform management tools

- Have a very good eye for design
- Detail oriented and highly organized
- Excellent copywriting skills
- Experience using Canva or Photoshop/Illustrator
- Experience creating social content for B2B companies (not just B2C consumer brands / ecommerce)

### **Extra brownie points if you...**

- Are also a designer
- Are also a video creator/editor
- Like dogs OR can give a good explanation for why you're team Cat ;) - We have 2 cat people on the team, but they are currently outnumbered.

### **You'll do really well at Axle Eight if you are...**

- Entrepreneurial minded and a self-starter
- Manage yourself to deadlines and multi-task well
- A problem solver who can roll-up-your-sleeves and find the solution to complex problems on your own
- Love the idea of charting the future of the agency and having a direct hand in building out a department
- Comfortable completely leading initiatives on your own
- Self-accountable. You won't be micromanaged and we expect everyone on the team to manage themselves as long as they get shit done! :)
- Someone who sees opportunity in a highly creative environment.
- We're a team, and we work this way. You should be willing to hop in on other general digital marketing activities outside of content when needed too!

## **Culture fit is a big priority.**

Culture is everything to us at Axle Eight, and we have big goals for 2022 and beyond. That's why we want the person who joins our crazy team to not only be a polished social media coordinator, but fit into our family for the long-run. We're close-knit, driven, hardworking...but love to have fun too. A good sense of humor is an absolute must or truth be told, you may not survive this group.

**Benefits:** We have some great benefits if you ask us! (but we may be biased...)

- Competitive salary
- Profit sharing bonuses
- Great healthcare, dental and vision
- 401k
- Paid maternity and paternity leave
- Unlimited vacation days
- Birthdays are off!
- Work remotely
- Fun culture & team who actually enjoy one another
- Laugh a lot

**SUBMIT RESUME AND WORK EXAMPLES TO [INFO@AXLEEIGHT.COM](mailto:INFO@AXLEEIGHT.COM)**

Come join us on our journey!

Love,

*The Axle Eight Team*