

Manager, Social Media Marketing

We are looking for a results-driven, dynamic, creative, B2B, Manager, Social Media Marketing to join our growing team at LifeSpeak. Reporting to the VP, Marketing, the selected candidate will design and execute a social media strategy to support the achievement of LifeSpeak's brand awareness and demand generation goals.

This role is perfect for an experienced Social Media expert that would love to use their talents and expertise to build demand for a service that helps employers take care of their most important asset – their people. LifeSpeak's wellbeing platform is the service of choice of leading organizations that are committed to keeping their employees present, healthy, and thriving.

This role requires an individual with proven success growing awareness and demand for a B2B service brand using social media. Our ideal candidate has exceptional writing skills, experience developing creative, high-quality social content, strong planning, and organizational skills, and understands the importance of measurement and reporting. Initially, the focus of the role will be on organic social media with a small investment in paid social. Based on results, the investment in paid social may grow over time.

The role is open to candidates in Toronto, Montreal, or Ottawa, and surrounding areas. The role is currently remote; however, this may change to a partial or full-time in-office arrangement once COVID-19 related restrictions are lifted.

Key Responsibilities:

- Develop a comprehensive plan for social media designed to grow target audiences and fuel engagement and interaction within target geographic areas. Consideration of optimal social platforms and a compelling mix of content types and formats should be taken to achieve the desired objectives.
- Develop social media goals/metrics that are in support of LifeSpeak's business objectives.
- Create and proactively manage a social media content calendar.
- Engage and interact with (followers, influencers, and publications).
- Encourage follower collaboration that will extend brand engagement with (likes, shares, and dialogue).
- Ensure that social media content has a consistent tone and visual look and feel that adheres to LifeSpeak's brand guidelines.
- Act as the primary point of contact for all follower questions and feedback on social media.
- Build highly collaborative relationships with content, sales, and partner team members to ensure that social content is developed with consideration for opportunities to utilize existing content and supporting sales and partner team priorities.
- In collaboration with the creative team, develop content and graphics to support key organizational announcements and initiatives.
- Report on social media results to key stakeholders.

- Proofread content for proper grammar and spelling to ensure alignment of language, tone, voice, and style consistent with LifeSpeak’s brand.
 - Create an environment that encourages and facilitates employee participation in LifeSpeak’s social media efforts.
 - Make recommendations regarding tools for efficient management of social media.
 - Stay up to date on current trends in social media to implement fresh ideas that will drive brand awareness and help drive audience growth and engagement.
-

Qualifications/Skills:

- Bachelor’s degree or post-graduate degree in communications, marketing, advertising, media studies, or related fields.
 - Minimum of five years of experience in B2B environments in developing and executing social media strategy and community management.
 - Advanced experience in developing and managing content on social media sites including (LinkedIn, Twitter, YouTube, Facebook, and Instagram).
 - The role is an individual contributor one, and as such, it requires a passion for both the strategic and execution side of Social Media Marketing.
 - Experience with using strategic investment in paid social to support audience growth.
 - Strong experience using social media scheduling and reporting tools.
 - Understanding of social community platforms and best practices.
 - Basic experience with graphics designing tools such as (Photoshop and Illustrator).
 - Solid working skills in MS Office and Google Docs.
 - Exceptional writing, editing, and proofreading skills.
 - Superior attention to detail and organizational skills.
 - Ability to work under tight deadlines with short turnarounds in a fast-paced working environment.
-

Nice to Have

- Basic knowledge of using video editing tools.
 - Experience using LinkedIn Live.
 - Experience using social media to market to target audiences across multiple geographic regions.
-

About LifeSpeak

LifeSpeak is the digital wellness platform that helps best-in-class employers keep their employees present, healthy, and thriving. Employees can easily access the support they need to overcome life’s unexpected hurdles, keeping their minds and bodies productive at work. LifeSpeak understands that wellbeing extends beyond individual employees, so we have made our 100% confidential platform accessible by family members as well. Our online platform is packed with over 2,000 videos, podcasts, “Ask the Expert” chat sessions, and tip sheets, all created and delivered by leading North American experts (available 24/7/365 from any

computer or mobile device) that cover topics from mental health and financial wellbeing to marital relationships and eldercare.