



ROLES & RESPONSIBILITIES: Social Media Manager – Atlanta or New Orleans

Headquartered in Atlanta with offices in New Orleans and San Francisco, ARPR is one of the fastest growing tech PR firms and was named 2014 National Small Agency of the Year by Bulldog Reporter. In 2016, we were the only PR firm on the Atlanta Business Chronicle's list of 100 Fastest Growing Companies, ranked the #5 Best Places to Work in Atlanta and named a TOP Place to Work by PR News! Most recently, we were ranked as one of the top 30 Tech PR Agencies in the nation by O'Dwyers.

In our five-year history, we've built a global client roster of high growth technology innovators and enterprise tech leaders. Combined, our team executes integrated communications campaigns that #MakeNews in outlets such as TODAY Show, TechCrunch, WSJ; and #DriveLeads using a strategic mix of content marketing, social media and lead gen activities.

ARPR is excited to seek a social media marketing manager with 4-6 years of experience to support our growing company. The position will play an integral role in servicing a growing roster of clients with a focus on digital marketing and analytics. As a young, entrepreneurial company, the social media manager will gain first-hand experience and receive fast-track leadership opportunities at ARPR that one wouldn't acquire at a traditional agency.

RESPONSIBILITIES

- Serve as social media marketing lead for ARPR's digitally focused accounts across practice groups. Act as direct line of contact for clients in matters concerning social media marketing strategy and execution, participating in meetings and managing support teams with positivity, clarity and confidence to seamlessly guide and deliver projects and drive ongoing results.
- Lead social media activations, including but not limited to cross-platform social media advertising, social media trainings, organic content creation and engagement, influencer marketing and analytics reporting.
- Support demand gen activations, including but not limited to creation of coordinated social media campaigns.
- Support SEO and SEM initiatives through optimization of social media strategies.
- Work with account leadership and clients to develop strategic plans, including social media content calendars, trade show/events activations, etc.
- Measure clients' media, social media, lead gen and marketing results, and effectively translate analytics into actionable insights to constantly drive success.
- Support company marketing efforts by contributing thought leadership content, social media advertising campaigns, developing content marketing, drafting award applications, attending related networking and professional development events, etc.



- Occasionally support new business pitches and proposal development, based on lead origination, technical skills needed, etc.
- Continually co-mentor with the ARPR team and embody our Spirited Ideals in everything you do.

DESIRED SKILLS/PROFICIENCIES

- Agency experience required
- 3-4 years of social media marketing experience, with proven successes in social media campaigns, influencer programs, and paid social
- Familiarity with: Cision/Vocus, PRWeb, Sprout Social, CMS platforms, CRM systems, HubSpot/Marketo/Pardot etc., Basecamp, Microsoft Office Suite, Google AdWords, social media advertising, Mac OS
- Experience using: Basecamp, PowerPoint, Excel, Google Analytics, social media advertising platforms, Mac OS, marketing automation
- Understanding of the technology ecosystem - its players, challenges and opportunities
- Understanding of and desire to learn B2B and B2C mobility, health IT, mission critical, cybersecurity and SaaS innovations

ARPR's culture is flexible and team oriented, but the position will report to the account leadership teams and the SVP while also being accountable to our whole "army of awesome." Position includes robust benefits package and perks such as no dress code, unlimited vacation, flexible workweeks and generous professional development opportunities. Send resume and cover letter (be creative!) to careers@arpr.com.