

## Social Strategy Director

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Company: The Talent Crowd

Location: Manchester Area

Category: other-general

Associate Director, Social Media Strategy, Manchester, £60,000 - £70,000. Lead the planning, development, and activation of the paid and earned social media strategy across an impressive portfolio of well-known brands for a huge agency. Directing brand, market and audience research and its translation into meaningful insights for the creative and client services teams, you'll oversee strategy implementation, driving performance and motivating the team to achieve more for their clients. What we're looking for Strong agency-side background with experience in strategic planning for social and PR. Experience in paid optimisation and its integration with bottom-of-funnel activities. Lead from the top and coach and mentor members of the team. Ability to inspire clients, meeting and managing their high expectations. What's on offer Huge brands Hybrid working – work two days per week from home Generous holiday allowance and benefits including bonus Great culture If you have the necessary and skills and experience and keen to hear more, then click apply now. Alternatively, contact Steph Hill for further information.

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