

**JOB DESCRIPTION**

***Associate Media Strategist***

 As the Associate Social Media Strategist, you must be passionate about digital and social media platforms and partner relationships as well as consumer behavior at large. This role should be a curious self-starter who can leverage social listening tools and technologies, apply critical thinking skills and deliver robust strategic and analytical business insights.

**Responsibilities**

* Work with Digital + Social Strategy team to provide campaign and competitive reporting to internal teams
* Conducting social listening and competitive tracking as needed
* Identify key multicultural insights through social listening using our tools to provide any learnings, implications and future recommendations
* Work hand-in-hand with social and strategy team members to develop integrated marketing plans
* Collaborating with cross-functional agency team to determine how social media channels fit into the larger marketing programs for our client
* Participate in social media strategy planning and implementation sessions
* Help and contribute to the development of creative briefs and briefings
* Support research, implementation, and management of influencer campaigns
* Assist with research and vetting processes for influencers/content creators
* Assist with social media campaign tracking, analytics and measurement.
* Stay up-to-date on industry trends and best practices, and apply relevant learning to work
* Proactively monitor cultural and category trends to uncover new insights that can be applied to the business
* Work closely with creative teams to ensure ideas are capable of breaking through and tapping key cultural or media trends
* Help put together social strategy documents, program overviews, and recap presentations
* Creative and innovative thinker, organized, detail-oriented, and solution-oriented
* Ability to quickly learn and respond to evolving, new social media programs
* Maintain positive relationships with external partners
* Other responsibilities as assigned by Senior Strategist or Director

**Key Qualifications**

* At least 1-2 years of agency experience
* Passion for the digital marketing landscape, including social media and content.
* Experience using social media management tools (SproutSocial, Sprinklr, etc.)
* Self-motivated and able to take initiative
* Ability to multitask and prioritize in a fast-paced environment
* Experience working with Multicultural audiences

**About Us**

fluent360™ is one of the foremost agency leaders shaping the multicultural marketing industry. Equal parts integrated marketing agency and cultural hub, we specialize in giving brands a resonating voice to effectively speak to various cultural segments– both ethnic and consumer niche followings. As a multi-talented, multicultural agency, we offer a full spectrum of communication services. Find out more about us at fluent360.com

**Agency Benefits & Perks**

fluent360 offers a comprehensive benefit package including medical, dental and vision insurance, company paid life/AD&D, short-term and long-term disability, and a generous PTO and sick leave policy. In addition, we have some amazing agency perks including paid gym membership, summer hours, 17 paid holidays, and flexible schedules.

fluent360 is an Equal Opportunity Employer, EEO, AAE, MF/Disability/Vet.

Our organization participates in E-Verify. For more information visit https://www.uscis.gov/e-verify. E-Verify is an Internet-based system that compares information from an employee’s Form I-9, Employment Eligibility Verification, to data from U.S. Department of Homeland Security and Social Security Administration records to confirm employment eligibility.

**How to Apply**

Apply via Indeed

<https://www.indeed.com/job/associate-social-media-strategist-85ab91931be1e04a?from=iaBackPress>

Send your resume directly to

careers@fluent360.com