

Requisition Title

Marketing Associate

Description

Social Media Consultant

Looking for a dynamic, organized, dependable social media strategist to support the Global Trading and Market Services (GTMS) businesses. The Social Media Consultant will report to the Senior Marketing Associate for GTMS, and will be responsible for Client's social media strategy and execution for all GTMS businesses. This individual will work closely with marketing, the digital team and other internal departments to take projects from start to finish, and ensure that objectives are met.

Job Description

Responsibilities will focus on social media marketing and will include, but not be limited to:

€ Social media strategy – Build and execute social media strategies that align with business objectives, with a focus on the U.S. Options business, in order to position Client as a thought leader, maximize engagement, shares and market share.

€ Manage social media handles – Generate, publish and share regular content (daily, weekly, monthly), including on-camera posts and interviews for Facebook Live platform. Collaborate and assist with the management of sponsored social media accounts for GTMS leaders to ensure regular content is shared. This will include the creation and maintenance of a GTMS-dedicated handle on Twitter.

€ Social media engagement – Build social media relationships / conversations with key industry thought leaders and journalists to encourage engagement and grow Client's social media audience.

€ Content marketing & thought leadership – Create various forms of content appropriate for social media including: vlog / blog posts, video, listicles, etc. Analyze and measure the performance to maximize reach and effectiveness.

€ Social media editorial calendars – Work with GTMS marketing colleagues to map marketing plans to an annual calendar, across all GTMS businesses.

Job Requirements

€ Minimum of two years of experience in a marketing position coordinating social media projects, preferably in the financial industry.

€ Bachelor's degree in marketing, communications or related field.

€ Strong interpersonal skills and a demonstrated ability to work effectively with creative marketing professionals, product managers, and senior business leaders, including the ability to stay calm under pressure.

- € Excellent communication skills (both written and spoken, including business writing)
- € Ability to work well in a team and independently with sound decision-making abilities.
- € Ability to balance competing client needs by multi-tasking on projects.
- € Excellent organizational, time management and prioritization skills.
- € Proficient in Microsoft Office and social media management platforms (preferably Sprinklr).
- € Ability to travel to Client's Philadelphia office regularly, and other locations as needed, for onsite social media interviews and events.

Project Location & Duration

Location: Based at Client's corporate headquarters in New York, NY. Candidate will be required to travel regularly to Client's MarketSite and Philadelphia office.

Project Duration: 1 year with option to renew.