

Founded in 2001, Morpheus Media – A CREATETHE GROUP COMPANY - is a full-service provider of interactive marketing solutions to Fortune 500 companies and those aspiring to land on that list. Morpheus delivers top-performing accountable creative marketing strategies including interactive media planning and execution, keyword search marketing, and building comprehensive online media mix strategies for established brands. Complementing its robust search and display services, Morpheus also offers best-of-breed SEO to augment client search results, and skillful Social Media Optimization to allow brands to not only participate in, but to lead the online conversation. Its teams provide tailored cross-platform marketing plans bridging the gap between creativity and strategy amid a dynamic and ever-evolving marketplace. Details are available at www.morpheusmedia.com.

Specialties: Digital Strategy, Online Display Media, Paid Search, SEM, SEO, Organic Search, Natural Search, Social Strategies, SMO

Social Strategist

Morpheus Media is seeking an experienced Social Strategist to work with some of the most prestigious brands in the world. Opportunities presented by ever-evolving technologies and behavioral shifts should create irrational excitement. This candidate will support teams that are responsible for developing and executing digital communications strategies across Morpheus Media's fashion, spirits, media and retail clients. This candidate has created and/or executed digital marketing projects from beginning to end.

The Social Strategist should possess the following qualities:

- Understand emerging platforms, online communities and industry trends to identify client opportunities
- Strong client communications skills
- Ability to translate client goals into actionable Social Strategies
- Execution of strategies through creation of tactics, deliverables and recommendations
- Past experience with online monitoring platforms such as Radian6
- Interpret data sets and quickly adapt client strategies
- Advanced knowledge of social platforms and tools for optimizations
- Basic understanding of other digital marketing disciplines for integrated strategies (i.e. SEO, Paid Search, Paid Media)
- Adaptable to change and ability to multi-task
- Strong organizational skills

Role Responsibilities:

- Support long and short-term client strategy; complete with milestones, Social Strategy goals, deliverables, etc.
- Develop analyses for that lead to optimizations, community insights and new strategies
- Execution of day to client deliverables and tactics
- Prioritize and juggle multiple projects, clients and deadlines
- Manage client deliverable schedule and calendars
- Train clients advanced brand and community management tactics
- Partner identification and management

Reports to: Manager, Social Strategies and Associate Director, Social Strategies

Qualifications:

- 2+ years experience in digital marketing
- Past experience executing Social Strategies
- Past experience with luxury brands a plus but certainly not required
- Undergraduate degree (preferred) in communications, marketing, advertising, public relations, business or related fields

Please provide the following:

- Cover letter
- Resume
- Relevant social links
- Past campaign work