

Founded in 2001, Morpheus Media® 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

Senior Social Strategist

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

Oversees: Social Strategists and Associate Social Strategists

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

The Senior Social Strategist should possess the following qualities:

- Understand emerging platforms, online communities and industry trends to identify client opportunities
- Strong client and team management skills
- Ability to translate client goals into actionable Social Strategies
- Present and articulate Social Strategies to executive level clients
- Project management and 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
- Adaptable to change and ability to multi-task
- 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)
- Strong organizational skills

Role Responsibilities:

- Create long and short-term client strategy; complete with milestones, Social Strategy goals, deliverables, etc.
- Develop analyses that lead to optimizations, community insights and new strategies
- Oversight of client and internal team Social Strategy activities
- Prioritize and juggle multiple projects, clients and deadlines
- Manage client deliverable schedule and calendars
- Delegation and execution of client deliverables
- Manage project workflow and deliverable review process
- Train clients in advanced brand and community management
- Lead and grow a team
- Facilitate training and development for Strategists
- Creation of agency processes and procedures to increase productivity
- Third party partner identification and management

Qualifications:

- 5+ years experience in digital marketing
- 2+ years experience in social media marketing
- Past experience managing team members
- Past experience with luxury brands a plus
- Undergraduate degree (preferred) in communications, marketing, advertising, public relations, business or related fields