

## SOCIAL MEDIA MANAGER

**Location:** On-site with monthly remote days (Greenville, SC)

**Schedule:** Full-time

**Department:** Communications

**Reports to:** Director of Communications

### JOB OVERVIEW

Crawford is seeking a creative, proactive Social Media Manager to develop engaging content and manage day-to-day social media activities for our agency and clients.

This is a hands-on role for someone who can turn ideas into compelling posts, videos and visual stories. The ideal candidate brings strong copywriting skills, an eye for design and a steady stream of ideas for showcasing our clients' work and Crawford's expertise. The ideal candidate is comfortable managing multiple accounts, creating various types of content across a wide array of social channels and adapting quickly in a fast-paced agency environment.

### KEY DUTIES AND RESPONSIBILITIES

#### *Social Media Management*

- Manage day-to-day social media activity for assigned clients and Crawford across LinkedIn, Instagram, Facebook and, when relevant, TikTok, Reddit and Substack.
- Build, maintain and execute social media content calendars.
- Write clear, compelling, on-brand copy tailored to each client's voice, audience and business goals.
- Schedule, publish and monitor content across platforms.
- Support community management by monitoring engagement and flagging opportunities or issues as needed.
- Identify timely content opportunities tied to trends, industry news, key dates and events.
- Partner with internal teams to ensure social content aligns with broader campaign, communications and business objectives.

#### *Content Development*

- Create content across formats, including short-form videos, photography, graphics, carousels, stories and written posts.
- Adapt content for each channel, audience and brand, ensuring it reflects the appropriate voice, tone and goals.
- Identify opportunities to showcase client successes, agency case studies, team expertise and company culture through engaging social content.
- Capture content at events, interviews and other opportunities, then edit and prepare it for publication.

#### *Reporting and Optimization*

- Track performance and prepare clear reports on content, audience growth and engagement.
- Translate results into practical recommendations for improving content and channel performance.
- Test new formats and approaches, applying what works to future content.

## CRAWFORD

- Support proposals and RFP responses with social media ideas, examples and performance insights.

### **REQUIREMENTS**

- Bachelor's degree in marketing, communications or a related field.
- A portfolio demonstrating strong storytelling across written, visual and video formats.
- Working knowledge of major social platforms and how to tailor content for each.
- Experience with social media scheduling, community management and analytics tools.
- Strong writing, editing, organization and attention to detail.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Commitment to Crawford's core values: Will to Win, Excellence, Dependability, Curiosity and Respect.

Please submit resumes to [sydney@crawford.agency](mailto:sydney@crawford.agency).