



Social Media Manager

[Qool Media](#) is looking for a creative, enthusiastic, and experienced Social Media Manager to add to our growing publishing team. We need someone who can oversee the entire social media process including content planning and creation, budgeting, research, ideation, execution, monitoring, and reporting.

Working within the publishing team, you'll be:

- Working with social media platforms and in-house teams to help manage social media marketing campaigns and day-to-day activities
- Curating and moderating various communities, mainly within Facebook
- Monitoring trends in social media tools, applications, channels, design, and strategy
- Monitoring effective benchmarks for measuring the impact of social media campaigns
- Creating, curating, developing, and managing content (digital images, photography, video, and copy)
- Designing, creating, and managing promotions and social ad campaigns
- Analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results
- Identifying threats and opportunities in user-generated content surrounding the social media communities
- Assisting with design (i.e.: design of Instagram, Facebook, Twitter, blog, etc.)
- Compiling reports for management showing results (ROI)

You:

- 4+ years' professional experience in social media management
- 4+ years' experience in the social media marketing sphere
- Diploma or degree in a related field (marketing, PR, etc.)
- Exceptional written and verbal communication skills
- Excellent time management skills
- An up for anything mentality and are genuinely excited about learning new things
- Ability to think outside the box
- Proven track record of successful agency management
- Self-starter with an aptitude for learning and staying on top of the latest social media trends, platforms, applications, and tactics
- A team player with the confidence to assist and guide development, creation, and editing of content, and online reputation management
- Demonstrated creativity and documented immersion in social media
- Working knowledge of SEO principles including keyword research
- Highly knowledgeable in the principles of search and social

- Familiar with graphic and video editing tools
- Intermediate knowledge of MS Office Suite
- Have a killer sense of humour

About Qool Media

Qool Media is a digital media company specializing in web publishing, content generation, marketing, traffic acquisition, and monetization.

QOOL CONTENT. QOOL BRANDS.

Qool Media's Publishing Division specializes in creating rich and engaging content and building thriving online communities. Our destination websites inform and entertain audiences who reach us through social, search, and content marketing channels.

QOOL MARKETING.

Qool Media's Agency Division is a digital marketing agency with a niche focus on management of quality media buys for exclusive publishers. We offer a unique performance model, with deep experience operating within buy side and sell side policies. Our tools include a publisher-specific marketing platform and a fully transparent compliance portal.

We are a small and focused team of Internet professionals working in a dynamic environment in which productivity and fun go hand-in-hand. Our office is **conveniently located in downtown Guelph**.

An engaging and rewarding work environment is important to us. Here's some of what you can expect:

- A competitive salary and benefits package
- Flexible working hours
- Small, efficient, and well supported teams
- A culture of support and collaboration
- Regular social events and team lunches
- Parking and fitness reimbursements
- An in-office lounge with 60" TV, Xbox, and comfy chairs
- Free beverage center
- Fun people

Here's what we need from you:

- A few paragraphs describing yourself, your experience relevant to the job, and your interest in the position. At the risk of sounding too much like a personal ad, please use the words "chicken nuggets" somewhere in your cover letter so we know you read the entire posting. Bonus points if you (nicely) point out the grammatical error we snuck into this posting.
- A brief explanation of one social media campaign you've run and its success (or lack thereof).
- Your resume.

If you feel you are a good fit for this role, and this position interests you, please contact us by email at careers@qool.com.