

## Social Media Strategist - Intermediate

### About SMG

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With global headquarters outside Toronto, Ontario and offices in Calgary, Alberta, Social Media Group ([www.socialmediagroup.com](http://www.socialmediagroup.com)) is one of the world's largest independent agencies helping business navigate the new socially engaged Web. We take the best of both worlds: thorough business oriented consulting to uncover true strategic objectives combined with tactical execution that unleashes the creative energy and precision-oriented results of a top-flight integrated communications firm. Services include corporate social media strategy and tactical execution, content creation and management, influencer relations, reputation measurement and monitoring, educational seminars and workshops.

### About the Position

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The strategist will determine client requirements, validate them through accurate note-taking and, working with the production team and project managers, prepare detailed strategy documents for presentation and client approval. The strategist will work as part of a team to refine high-level ideas into executable concepts with attached budgets.

This is also an inside sales role. The ability to identify opportunities and capitalize on their maximum revenue potential by either bringing in the SMG account team or identifying requirements and completing the sale independently is essential.

SMG is a startup environment. This role is very hands-on and you will be expected to both create strategies as well as execute components at times, as required. This position reports to the Director of Strategy.

#### Here's what's in it for you:

- The opportunity to be a true social media pioneer – this is an amazing chance to be on the cutting edge of an exciting new space and make up the rules as you go along.
- SMG is growing, managing to snag some of the biggest companies in North America as clients. There will be tons of room for (personal, professional) growth in the years to come.
- We don't do banner ads. At SMG it's all social media, all the time; all of our projects are Web 2.0 driven.

**Here's what we'd like to see in the successful applicant:**

- The ability to build strong client relationships and become a trusted advisor
- Working knowledge of social media and social media marketing tactics
- Strong interest and demonstrated experience in online business strategy
- Good computer skills and a basic understanding of web technologies and platforms
- Business analysis experience
- Good organizational and "multi-tasking" skills.
- Experience working on interactive marketing campaigns with strong knowledge of online marketing tactics
- The ability to listen, understand and communicate insight to internal project teams
- Using our established strategy process, the ability to deliver strategic recommendations that map exactly to client business objectives and stated needs

**Who should apply?**

- Those with a Bachelor's Degree or Community College Diploma (preferably in communications or business-related programs, digital components a plus) with 3 to 5 years relevant industry experience
- Must have minimum 4 years experience of account management/strategy experience, ideally at a major advertising agency (or equivalent client side experience).
- 1-2 years specific social media experience – please provide links to your profiles

**Sound like you? Please send your resume to:**

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Only candidates selected for interviews will be contacted. Thanks!