

## Manager, Influencer Outreach

### Summary of Duties

---

Manages influencer identification, activation, engagement, community, and research activities on behalf of SMG clients. . Determines client digital communication and social media needs and the appropriate tactics to meet those needs. Handles relations with representatives from client organizations. Establishes and maintains a favorable image for SMG. Executes SMG external communications. Consistently delivers high-quality work and results.

### Major Duties

---

Manages influencer identification, activation, engagement, community and research campaigns and programs.

- Oversees and executes client programs and campaigns.
- Contributes to the development of the client communications strategies and programs.
- Interfaces with digital influencers and clients and responds to queries from both.
- Serves as a mentor and coach to junior staff and supervises staff on execution of client projects

Manages client social media/digital communications issues requiring on-going contact with the client, and representatives from the client's organization (i.e. public affairs, communications, marketing, legal, customer care), digital influencers and SMG management.

- Keeps up-to-date on clients including organization's positioning and market and industry background information.
- Provides counsel and escalates to engage executive counsel where required.
- Recommends and coordinates speaking engagements, guest posts, and other profile-building activities for client representatives.

Identifies emerging trends and opportunities to demonstrate SMG leadership

- Key contributor to SMG company blog
- Actively engaged in communities of interest, user groups and associations as a representative of SMG. Represents the company in a manner that reflects positively on SMG and SMG clients.
- Researches emerging trends and new developments in social media/digital communications, influencer outreach and engagement and community, presents findings to SMG leadership, develops opportunities as appropriate
- Identifies and supports business development as appropriate

## Education

---

Bachelor's degree and/or College Diploma in marketing, public relations or communications.

## Experience

---

Requires a minimum of five years of experience in communications and client relations with one year of leadership responsibility in the area(s) of:

- Public Relations/Communications
- Marketing/Advertising
- Social media or digital marketing/communications
- Proven track record of successful participation in online communities (please include links to your Twitter feed, Facebook account, blog, etc.)

## Skills

---

- Solid communications skills, both written and verbal
- Social personality and genuine love of relationship-building
- Excellent critical thinking skills
- Ability to work in diversified teams
- Self-starter with the ability to work with minimal supervision
- A passion for using social media to establish connections, share and participate in communities of interest
- Relentless curiosity
- Comfort in a fast-paced, innovative environment
- PCs and various software applications
- A desire to push the envelope; discomfort with operating in the “comfort zone”
- A need to add value to everything you touch

## Location

---

- Position will be based in our Toronto branch office with occasional (~2 trips/month) to SMG headquarters in Dundas, ON

## Travel

---

- Occasional travel to the US will be required (less than once/month)

## How to Apply

---

- Please send your resume to [maggie@socialmediagroup.com](mailto:maggie@socialmediagroup.com) and [leona.hobbs@socialmediagroup.com](mailto:leona.hobbs@socialmediagroup.com).
- Only folks we'd like to interview will be contacted. Thanks!