

Social Ecosystem Group Lead

Description

Associate Director, Global Channel & Social Media Marketing – Remote Remote 8-5 PST We are currently looking for an Associate Director, Global Channel & Social Media Marketing to oversee and manage the Social Ecosystem Team within the Designit team that supports Microsoft Cloud Marketing Blog and Social. This world-class social team operates 100+ social media channels and 20+ marketing blogs designed for developers, IT decision makers, IT implementers, and business decision makers. Each month, we publish over 3,000 social posts to help, inform, entertain, and engage community members across the globe. Azure, Power Platform, Dynamics 365, and SQL Server are just a few examples of the 170 innovative products and services that comprise the Cloud Marketing Blog and Social ecosystem. The Associate Director, Global Channel & Social Media Marketing is a seasoned leader with deep experience in client service, social media, and social media channels and content publishing strategies to drive operational innovation and scale. The role requires a skilled leader that can confidently partner with the client and develop and present ambitious proposals to elevate the strategy and team operations. This individual has impeccable attention to detail and excellent communication skills who works successfully with cross-functional team members, stakeholders, and senior managers. This leader will represent DesignIt by providing world-class service and displaying our core principles in all their communications. What you will do: Proactively develop regular, forward-thinking strategic recommendations to client's and their senior leaders that drive value and innovation (I.e. creating and presenting strategic plans annually/quarterly, SWOT analysis, competitor analysis and identifying opportunities, pilot programs, keeping updated with technologies and user behaviors and providing regular share outs, channel governance best practices etc) Step in as a peer to the client overseeing the social ecosystem workstream and team The social ecosystem team is comprised of 2 Social Programming and YouTube Team Leads, and 14 Social Programming and YouTube managers Establish rapport with the copy and creative team to provide strategy and logistical/production support Identify problems, proactively propose solutions, and collaborate with clients to implement scalable solutions that drive excellence and efficiency Maintain pulse on the Team's delivery (tracking, analysis, optimization recommendations and presentation) of monthly data performance reports to key stakeholders, including left to right observations across business lines Participate in meetings with the larger Cloud Marketing Blog and Social Team Establish relationships with key Microsoft stakeholders and participate in relevant meetings Overcommunicate and collaborate cross-functionally to problem solve, gain consensus, and improve overall value delivered across teams and to the client Triage and solve for larger client requests that are escalated Elevate documentation and process in partnership with team leads, and identify and recommend improvements that can drive impact Responsible for the team adhering to Microsoft brand standards and Microsoft accessibility standards Improve the Social Ecosystem's onboarding, offboarding, and training of new hires, including interview participation Responsible for identifying potential risks/blockers across the team related to people, process, tools, and delivery Support regular 1:1 meetings with direct reports, including career advancement opportunities, coaching and performance escalations Raise performance issues to Designit Account, Delivery and/or Practice Teams to triage accordingly Contribute to annual performance review and goal setting initiatives for all direct reports, and monitor progress of indirect reports What you bring: 12+ years as a client partner at a marketing agency or at a large corporate

Hiring organization

Designit

Job Location

Seattle

Base Salary

\$ 70000 - \$ 110000

Date posted

May 26, 2024

Apply Now

enterprise on a large team 7+ years of experience working with Fortune 100 clients 7+ years managing large cross-functional internal teams Bachelor's degree in business, marketing, management, or related field Proven track record of taking a strategic and deeply customer-minded approach to social media Familiarity with Sprinklr and Microsoft SharePoint, PowerPoint, Excel, Teams, and Outlook Who you are: You have a deep understanding of how to break through on Twitter, LinkedIn, Instagram, YouTube and other emerging platforms, and develop innovative strategies to reach audiences organically on each platform You have advanced knowledge of social first copy and creative content, channels and their unique audiences, and content types and formats You can lead a thorough audit of the competitive landscape, and know what it takes to produce content that will resonate with our audiences You have top-notch management, strategy, communication, and presentation skills You have impeccable attention to detail You are self-sufficient: you can work with little direct supervision, but you know when to ask for help You drive workgroups to consensus and support meaningful outcomes via strategic solutions addressing fundamental business issues and retaining focus on wider business outcomes, even in fast turn reactive situations. You are passionate about social media and B2B technology and are well-versed in the latest industry and social platforms trends and are well-versed in the latest industry and social platform trends You are comfortable working remotely, and leading and developing a remote team Want to know more? Check us out at <https://www.designit.com/>. Just so you know, we don't have a dress code, but we do have a strict no jerk policy. Designit is committed to ensuring that all candidates have an equal opportunity to be considered for employment. Please let us know if you need any reasonable accommodation to participate in the job application or interview process. Please mention the word ****ZEAL**** and tag `RMzQuODYuMTYzLjE1Mg==` when applying to show you read the job post completely (`#RMzQuODYuMTYzLjE1Mg==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com