

Social Media Manager (Content Creator)

Full Job Description:

We are seeking a full time or part time Social Media Manager to join our team!

Established in 1996, Advanced Eye Physician is a comprehensive eye care practice with two locations with state-of-the-art equipment, great staff, and wonderful work environment. Both locations have an in office optical and both are located in the hearts of Chinatown, Manhattan and Flushing, Queens. We take pride in providing excellent patient care and outstanding eye services to our communities. Our facilities currently employ 3 ophthalmologists and 1 optometrist. We are looking for social media and public relations person who will help spread the word about our mission to provide quality care to our patients' every eye need!

Our patient demographic is primarily Chinese speaking so we seek bilingual staff who can speak Mandarin and/or Cantonese. We are also looking for anyone that can speak Spanish, Korean, or Vietnamese. To be able to speak Chinese or another language is preferred but not required. We are looking to expand the demographic of patients we can serve within New York's diverse communities!

Responsibilities:

- Assist with community outreach and marketing efforts.
- Own organic social media platform and channel strategy, audience growth and engagement plan, content calendar, and measurement/KPI framework with a focus on Instagram, LinkedIn, Facebook, TikTok, Twitter and YouTube
- Manage end-to-end activity across these platforms, from concept to execution
- Collaborate across functional areas – including brand marketing, creative, member experience – to learn and reuse best content strategies that deeply engage our customers and target demographics
- Partner closely with our Brand, Content, Talent and Brand Partners to build out social franchises that elevate our differentiators, tell a compelling brand story and integrate across content calendars.
- Cultivate deep relationships with social platforms to understand and participate in beta and new feature launches, as well as, provide thorough leadership around Advanced Eye Physician's engagement with potential social platforms and features
- Identify unique thumb-stopping, brand-building, opportunities for content story telling through out all social platforms
- Own creative briefing process and implementation for social content initiatives
- Develop and nurture relationships with influencers and active members/followers of related eye health and medical communities across platforms
- Own brand and social KPIs to drive company strategy and leverage first, second, and third party data to effectively grow and engage our social audiences
- Lead community management for our brand's social channels, including our overall social community strategy, own the brand's voice and drive conversations with followers.

Qualifications:

- 2+ years in digital marketing and/or social media position at an ecommerce, media, or health and wellness company
- Direct experience in the following media types: Google, Yelp, Instagram, Twitter, TikTok, YouTube
- A true passion for social media, bringing your own approach with a distinct voice and point of view
- A strong master of the native features and functions across social platforms
- Exceptional verbal and written communication skills (specifically consumer facing copy for digital channels)
- Ability to identify and track relevant community KPIs (what's trending, social first concepts) and work with data and insights teams to pull insights from social behaviors and data

- Experience building out and managing social media analytic, tracking and publishing tech stack (e.g. Google analysis, Yelp, HTML, Photoshop, Image editing.)
- Strategic and creative mindset, understanding, the desired ROI and being able to maximize resources to drive the highest impact.
- Strong organizational and project management skills
- Strong relationship building with internal and external stakeholders
- Self-starter with a desire to join a fast-paced and ever-growing office environment

Benefits:

- Competitive Compensation
- Flexible schedule
- Holiday pay (FT only)
- Paid sick leave
- Individual Insurance benefits (FT only)
- Incentives and bonuses
- Room to grow

If this opportunity sounds right for you, please inquire through our [Book Appointment](#) feature. If you have any questions, please do not hesitate to contact us through there also. We are very responsive!

Job Types: Full-time, Part-time

Pay: Competitive Salary

Schedule:

- 8 hour shift
- Day shift
- Monday to Friday
- Weekends
- Flexible

Education:.

- Bachelor's Degree in a related field such as Media Communications, Social Media, Marketing, or Journalism
- 1-2 years' social media management experience

Work Location:

Both locations (preferred but you can choose one)