

Social Media Strategist

Do you consider yourself a social media aficionado? Are you looking to find the perfect place to develop and implement a killer social media strategy that drives likes, shares and (above all) revenue? Do you have that magic touch that gets the most evasive followers to comment and engage online?

Do you want to come work with the single coolest marketing team in the world?

Pragmatic Institute—the world leader in product management, product marketing, data and design training—is looking for a creative and enthusiastic social media strategist to join our spectacular marketing team to develop and implement a fantastic social media strategy for ourselves and our sister company, The Data Incubator.

As a self-sufficient self-starter, you'll be responsible for creating and executing social media strategy for Pragmatic's product, data and design brands across several platforms, and regularly engage with followers, prospects and other relevant brands. This position reports to the Content Marketing Manager.

If working in a collaborative environment that believes in a work hard, play hard, eat hard mentality sound appealing to you, send us your most impressive resume, a truly captivating cover letter, and samples of your masterful social media skills.

What You'll Do

As the social media strategist, you'll help drive Pragmatic's online presence and improve our marketing and sales efforts with a killer cross-channel social strategy.

Key Responsibilities:

- Develop, implement and manage social media strategy for all brands across multiple social platforms
- Drive increased engagement across platforms through regular conversations with followers and related brands
- Identify opportunities to collaborate, connect and network with others on existing and emerging social properties
- Define most important social media KPIs and measure success of all campaigns
- Collaborate with team leads and SMEs to ensure content is informative and engaging
- Communicate and engage with followers, prospects, brands and industry professionals to create a strong network
- Stay up-to-date with the latest social media best practices and technologies
- Aid the content marketing team with other initiatives as needed

Skills and Qualifications

If this sounds like you, we want to know about it:

- Bachelor's degree in English, communications, marketing, journalism or related field

- Minimum 3 years of professional social media strategy experience, B2B preferred
- Expert knowledge of Facebook, Twitter, LinkedIn, Instagram and other social media best practices
- A love for engaging with audiences online through different social media outlets
- Good understanding of social media KPIs
- Excellent multitasking, critical thinking and problem-solving skills
- Ability to work independently and with a team
- Experience with PPC a plus
- Excellent organizational skills and a sense of humor
- Proficient in Word, Google Docs, social media management tools
- Design ability a plus

WHAT WE BRING TO THE TABLE:

Pragmatic Institute is the leading authority on product management, product marketing, data and design. We train technology companies around the world how to build products people want to buy and how to market them effectively. We offer 18 PTO & sick days (in addition to the week between Christmas and New Year's off).