



NOW HIRING

SOCIAL MEDIA MANAGER

MARQUETTE, MI

Compensation

\$45,000 annual salary, benefits, bonus plan, retirement match, flexible schedule.

Experience Required

3+ years of experience in social media management and content development OR 1+ year with a degree in social media, marketing, or a related field.

About Us

At Bennett Media Group, we don't just tell stories — we engineer impact. As a leading media and marketing agency, we work with bold brands and ambitious businesses to craft unforgettable campaigns that drive real results. From digital strategy and video production to cutting-edge web design, we operate where creativity meets commerce. We're expanding our footprint across the Upper Peninsula of Michigan and Northeast Wisconsin, and we're looking for a Social Media Manager who's ready to lead that charge.

THE OPPORTUNITY

Bennett Media Group is looking for a creative and detail-oriented Social Media Manager to lead both organic social media content and paid social advertising campaigns for our clients.

Because we're a small, collaborative team, this role is both strategic and hands-on. You'll work closely with the account manager to align social strategy with client goals and collaborate with our creative team to produce engaging and converting content.

WHAT YOU'LL DO

- Develop and execute organic and paid social media strategies for multiple client accounts
- Work with the account manager to align social campaigns with client marketing goals
- Plan and manage monthly content calendars across Instagram, Facebook, TikTok, LinkedIn, X, and YouTube
- Collaborate with the designer and videographer to produce graphics, photos, and short-form video content
- Write captions and maintain consistent brand messaging across platforms
- Schedule and publish posts using social media management tools
- Manage community engagement including comments, messages, and audience interactions
- Launch and manage paid social campaigns across platforms such as Meta, LinkedIn, and TikTok
- Monitor campaign performance and optimize campaigns based on results
- Track analytics and provide performance insights and recommendations for clients
- Stay up to date on platform trends, algorithm changes, and new features

WHAT YOU BRING

- 3+ years of experience managing social media for brands or agencies
- Experience managing both organic social content and paid social advertising
- Strong writing, storytelling, and content planning skills
- Experience with social media management and scheduling tools
- Ability to manage multiple client accounts and priorities
- Strong communication and collaboration skills
- Comfortable working in a small team environment

BONUS POINTS IF YOU HAVE...

- Experience working in a marketing or creative agency
- Familiarity with short-form video platforms such as Reels, TikTok, and Shorts
- Basic design or video editing experience (Canva, Adobe, CapCut, etc.)
- Experience working with influencers or creator collaborations

WHY JOIN BENNETT MEDIA GROUP

- Work with a small, collaborative team where your ideas matter
- Work on a diverse range of client brands and industries
- Grow your expertise across both social media content and paid advertising

Apply now and bring your drive, relationships, and regional expertise to a team that's rewriting the rules of modern media. Send resume and cover letter to info@bennettmediagroup.com

CONTACT US

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