

Director of Social Media

Job Description:

The Director of Social Media owns social strategy for the agency and assigned clients, setting the vision and standards that guide social media work across accounts. This role leads and coordinates the social media department directing staffing and resources across the team's workload. The Director partners closely with account leadership on key clients, plays an active role in new business, and works across departments such as Public Relations and Paid Media to build integrated campaigns that bring social strategy together with the agency's broader capabilities.

Capabilities:

- Proven leader who can manage, coach, and develop staff
- Strategic thinker who can set social media vision and standards for the agency and its clients
- Deep expertise across major social platforms, including Meta, YouTube, Reddit, TikTok, X, and Pinterest
- Strong understanding of paid social strategy (boosting and ads)
- Proficient in performance analysis and reporting, including Google Analytics
- Skilled at developing integrated campaigns in partnership with other departments
- Experienced in influencer marketing strategy and program management
- Confident presenter and advisor to senior client and internal stakeholders
- Skilled at resource planning and staffing to balance the team's workload
- Effective new business contributor, able to shape and present social strategy in pitch settings
- Fluent in tools like Sprout Social and other social management and listening platforms

Roles & Responsibilities:

- Own social media strategy and standards for the agency and for client accounts
- Manage and coordinate the social media department
- Direct staffing and resource allocation across the social media team's client workload
- Lead social strategy for a select group of assigned accounts
- Collaborate with PR and other departments to build integrated campaigns that align social with broader account strategy
- Support paid social strategy across the department, in partnership with the Paid Media team
- Review and guide performance analysis and reporting, including Google Analytics, to inform strategy and content decisions
- Oversee influencer marketing strategy and program direction across client accounts
- Support new business efforts to develop and pitch social strategy for prospective clients
- Stay ahead of platform, tool, and industry developments across Meta, YouTube, Reddit, TikTok, X, and Pinterest, and ensure the team is current on best practices

Qualifications:

- Minimum of 5 years of experience in social media strategy, with prior staff-management experience preferred
- Required
 - Experience with Google Analytics, as well as platform specific reporting
 - Understanding of paid social strategy
 - Experience across major social channels, including Meta, YouTube, Reddit, X, and Pinterest
 - Experience with Sprout Social or a comparable social media management platform

What You'll Find at CVR:

At CVR, we believe great work starts with a team that feels supported, challenged and connected. We offer a collaborative agency environment where people have room to grow, contribute across disciplines and be part of work that makes an impact for clients and communities.

Our team benefits include:

- Competitive salary aligned with experience and role expectations
- A hybrid work week with three days in our downtown Indianapolis office
- Paid time off, annual agency holidays and additional flexibility, including:
 - Annual work-from-anywhere week
 - Birthday holiday
 - Agency closure between Christmas and New Year's Day
- Medical, dental and vision coverage in addition to Long Term and Short-Term Disability Insurance
- Parental Leave
- 401K Match Program
- Professional development opportunities through local and national public relations, social media, advertising and marketing organizations and opportunities to attend conferences, networking events and industry programs aligned with agency and department goals
- Team outings, retreats, lunch and learns, community outreach and volunteer opportunities that keep us connected to each other and to Indianapolis
- A downtown Indianapolis headquarters with parking, office snacks and drinks, collaborative workspaces and an in-house video studio
- Connection to AMIN Worldwide, a global network of independent advertising and marketing agencies that gives our team access to broader industry perspective, resources and relationships