
Evoke KYNE Job Role: Director, Social Media Philadelphia

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

We are currently seeking a Director of Social Media to join our growing team and to support projects and programs as directed by a VP, SVP or EVP. This is an opportunity to lead social programming and content development efforts for healthcare and pharmaceutical clients, using your communications skillset and experience to improve health and make a difference.

Based in Philadelphia, this is an exciting opportunity to join a fast-paced, growing global company. Currently the position is remote until further notice.

KEY RESPONSIBILITIES:

Client Partnership

- Develops and cultivates relationships with clients and external audiences
- Thoughtfully counsels clients based on social media landscape and business goals, showcasing ability to marry social media tactics up to client's broader strategy; takes immediate action on client feedback
- Develops social strategies based on client objectives, defining measurable KPIs and proactively assessing results on an ongoing basis to set benchmarks, inform content strategy and ensure success
- Proactively directs planning and execution of social media projects ensuring timeliness, efficiency and high-quality delivery of results
- Possesses skills necessary to handle issues management, mobilizing teams to respond to issues and provide strategically sound recommendations to clients on how to handle/address issues
- Deep experience in developing social SOPs/playbooks and establishing channel guidelines
- Ability to coach and train client and internal teams in social and influencer best practices (e.g. 101 sessions) in collaboration with EVP
- Plays active role in developing and tracking budgets related to client social media activities, with ability to mentor mid-to-junior level staff on financials as appropriate
- Supports Global Head of Digital and Head of Social Media in monthly/quarterly forecasting and developing social media staff plans for core clients
- Able to gather information to make appropriate decisions for clients and internal teams
- Manages multiple priorities at once and with ease
- Serves as quality control and final review of social content prior to client delivery

Business Development

- Researches, develops and presents new business proposals, gaining more confidence and experience leading new business efforts
- Participates in organic/new business pitches with confidence
- Identifies and realizes opportunities for organic account growth by offering new social tactics, ideas and upsells current offering on the account where they are embedded
- Understands key issues to be considered when making decisions and has the ability to formulate strong recommendations based on experience and data
- Utilizes data to drive agency recommendations and idea generation including ability to lead social listening and research projects to uncover clear and actionable insights
- Demonstrates in-depth knowledge of social media strategies and platform nuances across primary social channels – Facebook, Instagram, Twitter, LinkedIn – with working knowledge of YouTube, Pinterest, Snapchat and TikTok.
- Demonstrates an understanding of Evoke KYNE’s mission and values and a commitment to the growth and success of the company
- Collaborates with EVP to continue to enhance social/influencer capabilities, suggesting new offerings or ways to elevate current practices and approaches

Leadership & Teamwork

- Displays an ongoing willingness to gain knowledge and make significant contributions to Works collaboratively with account teams and other specialty teams, with ability to seamlessly flex between teams / management styles
- Demonstrates initiative, resourcefulness and works through issues independently in as much as possible and effectively collaborates when appropriate
- Serves as a resource to account teams to educate and provide strategic counsel on social and influencer programs
- Proactively seeks continued education including via social platform trainings and external social and digital skill-building courses
- Assists in onboarding new specialty team members and account team members to best practices for working with social team
- Provides direct and constructive feedback to junior team members, supporting them in developing fundamental skill sets (copywriting, research, project management, community management, etc.)
- Serves as a role model for junior team members
- Conducts annual reviews for direct reports (as appropriate) and regular check-ins, overseeing professional development and opportunities for growth and advancement
- Supervises junior staff by mentoring, motivating, coaching and providing clear and consistent feedback
- Role models company values and inspires an inclusive culture

Effective Communication

- Plays a major part in drafting and providing oversight in development of social media strategies inclusive of those for corporate and unbranded/patient channels

- Robust knowledge of social media best practices across channels and keen eye for reviewing social content for consistency, voice, channel nuances, brand/program style and developing analytics reports to report on results
- Collaborates with account teams to set appropriate timelines and follows established processes of leveraging strategic briefs and ensuring social team inclusion as appropriate
- Leads key aspects of client interactions and liaison with external agency and third party partners (e.g. vendors, social platform reps, influencers, etc.) to further develop communication skills
- Continues to proactively seek opportunities to further hone communications skills, including presentation skills
- Fosters and maintains strong relationships with online influencers and advocates and manages discovery exercises, leads development of influencer briefs, and develops strategies in collaboration with EVP
- Manages and monitors workflow on accounts, anticipating and flagging staffing issues and offering solutions to EVP

DESIRED EDUCATION & EXPERIENCE:

- Bachelor's degree, preferably in communications, marketing, digital, business or health / science related field or equivalent experience
- 7-10 years' communications or related marketing / advocacy / digital / social / health experience; partnership, US/global health issues or health product communications experience preferred
- Handles conflict diplomatically
- Team player, ability to work cooperatively across teams
- Delivers and accepts feedback well
- Has earned respect (internally and externally) and has leadership presence
- Ability to develop and maintain effective relationships/partnerships (internally and externally)
- Superb internal and external communications skills (verbal, written, listening)
- Confident and compelling style in communicating with clients, teams and external stakeholders
- Solid client relationship building and presentation skills
- Positive, professional and flexible attitude that lends itself to quality client service
- Experienced in successfully managing resources and budgets
- Track record of delivering results in social media and influencer engagement
- Demonstrates keen critical thinking skills and proactivity
- Proactive, self-starter; shows an entrepreneurial spirit
- Flexible and dynamic (e.g., willing to change and evolve thinking)
- Resourceful and proactively seeks solutions to challenges
- Knowledge of FDA social media guidelines and FTC influencer guidelines
- Working knowledge of paid social media strategies and capabilities
- Familiarity with Netbase or similar social listening platform

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- Recognized project management aptitude

Evoke KYNE is an equal opportunity employer and does not discriminate against employees or qualified job applicants on the basis of actual or perceived race, religion, creed, color, sex, pregnancy, age, national origin, ancestry, ethnicity, citizenship, disability, genetic information, veteran status, marital status, familial status, sexual orientation, gender expression or identity status as a victim of domestic violence, stalking and sex offenses, or any other status protected by applicable federal, state or local law.