

Senior Manager, Social Media

Department: Marketing, Location: Dubai UAE, Role: Permanent

Synopsis

The Senior Manager, Social Media plays a key role in leading Salesforce's social media team & strategy. This person will be responsible for seamlessly driving successful social media campaigns and content across owned and external social channels. The role reports to the Senior Management and will be expected to manage and grow a team of graphic designers, content writers and digital media experts. This is a growing team and this key hire will act as a leader throughout big and exciting changes in Toboot's Salesforce social media!

What you'll do

- A creative mindset that's always churning with actionable ideas that help enhance Toboot's Salesforce social media presence and achieve our brand and business growth goals.
- A passion for storytelling, bringing the Toboot Salesforce brand to life in a differentiated way to engage current & new followers.
- A writing mastermind who understands the difference between editorial and social writing - with the ability to provide meaningful copy for complicated stories with unheard-of speed.
- A constant finger on the digital pulse and an eye on the social landscape to discover what's new, what competitors are doing, and what innovations are around the corner.
- Excellent project management skills, detail-oriented, highly organized, with the ability to manage multiple project deadlines efficiently.
- Ability to build strong relationships with internal stakeholders.
- Coordinate with cross-functional teams to identify content opportunities (PR, partnership, influencer, and ambassador relationships).
- Assist in managing, mentoring, and developing social media team members.
- Help analyze and distribute reports on social media performance to internal team and regularly make recommendations, updates, and improvements based on findings

Who you are

- 8+ years of experience in a related field.
- A passion for social media that manifests in a drive to remain active in multiple social networks and consume the latest, greatest technology, social network or app to help enhance your digital world
- Examples of work demonstrating the ability to create fun, high-quality, engaging innovative social media content and campaigns
- Excellent written and verbal communication skills; strong editing skills with attention to detail
- Effective leadership and project management skills
- Creative thinker with an innate visual aesthetic
- A marketing mindset with the ability to articulate how an idea comes to life and reaches its intended audience
- Hands-on knowledge of digital media tools – Digital photography, basic Photoshop/photo editing skills, knowledge of apps commonly used for creating social content; basic video creation/editing skills are a bonus
- Experience using a variety of popular social media platforms – Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.
- Proficient with Salesforce Social Studio, Microsoft Excel, Word, PowerPoint, and project management tools; adept at learning new tools and technologies
- Thrives on working in a collaborative, dynamic, fast-paced work environment with strong attention to detail and accuracy

Events

- Lead social media strategy for events: Dreamforce, Connections, TrailheaDX, World Tours, Leading Through Change, Third Party and Industry Events
- Develop social plans for events including but not limited to: Demand Generation alignment, announcements, live-streaming to social channels, live-tweeting, reporting, analysis
- Lead best practices for social for events for all social practitioners
- Potentially manage reports who work on event creative and strategy along with owning the Dreamforce social channels (Twitter, LinkedIn, Instagram, Facebook) and Toboot Salesforce Instagram.
- Align across teams for customer approvals
- Ongoing support of all Tier 1 and Tier 2 events: Pre-, During, and Post-event social strategy

Community Management

- Develop a strategy for community management
- Drive social media surprise and delight moments
- Use the community to build out social audience and maintain relationships with MVPs and social media influencers
- Work with security and Comms teams on social crisis issues
- Work with the product development team running Social Studio for improvements, ideas, etc.
- Manage relationship with an external agency, including workflow, budget, and scope

Influencer programs

- Identify and build relationships with key digital influencers and tastemakers, and engage them to help execute partnerships that amplify key marketing moments.
- Create a scalable strategy to enable and amplify our executive leaders.
- Find ways to amplify our events via the Salesforce Trailblazers and Influencer communities.