



**Position:** Account Manager, Social Media Strategist

**Reports To:** Sawyer Stromwall, Owner

**Job Type:** This is a remote, retainer role within the Marketing Department.

**About:** At Skapa Company, we help businesses build a confident, consistent, and compelling presence online through social media marketing.

**Role Purpose:** Lead client relationships and execute high-impact social media strategies that help Skapa Company clients build a confident, consistent, and compelling online presence.

**Core Roles:**

- **Client Relationship Management**
  - Primary point of contact for assigned clients, building trust, alignment, and long-term partnerships.
- **Social Media Strategy Development**
  - Create and lead strategic social media plans aligned with client goals and brand positioning.
- **Content Planning & Execution**
  - Oversee content creation, scheduling, platform engagement (DMs, comments), and brand voice consistency across social platforms.
- **Performance Tracking & Optimization**
  - Analyze social media performance and continuously improve strategies using data and insights.
- **Project & Campaign Management**
  - Manage timelines, deliverables, and collaboration with internal or freelance creatives.

**Success Measureables:**

- Client retention rate
- Client satisfaction / feedback
- Content delivered on time and approved
- Engagement growth (followers, comments, shares)
- Lead or inquiry generation from social campaigns

**Core Values:**

- **Care** | We invest in our clients, leading with trust and empathy.
- **Clarity** | We communicate clearly, kindly, and honestly.
- **Curiosity** | We ask questions to gain alignment and perspective.
- **Creativity** | We bring bold, original ideas to the table.
- **Consistency** | We show up reliably and deliver with integrity.
- **Collaboration** | We co-create solutions through true partnership.



**Additional Responsibilities:**

- Attend regular meetings with the Owner
- Participate in quarterly team building activities
- Engage in leadership development initiatives within Skapa Co.

**Qualifications:**

- **Experience:**
  - 3+ years in social media marketing
  - 1+ year in client-facing account management
- **Skills:**
  - Social media strategy development
  - Client communication and presentation
  - Content creation and brand storytelling
  - Analytics and performance optimization
  - Project management across multiple clients
- **Tools:**
  - Canva
  - SocialBee / Sprout Social
  - Meta Business Suite
  - Google Analytics
  - Native social platform insights
- **Nice-to-Haves:**
  - SMB or agency experience
  - Basic graphic design or video editing
  - Email marketing familiarity

**What Success Looks Like:**

- Clients experience measurable growth in followers, engagement, or leads within 3-6 months
- High client satisfaction and long-term retention
- Strategies that combine creativity and data-driven insights
- Skapa is seen by clients as a trusted marketing partner