

Hey there, Social Engagement Guru



Muhlenhaupt + Company is a highly-respected creative branding, communications and lead generation consultancy based in the Philadelphia region. We strive to position our clients for market leadership and sustainable growth.

Operating under the belief that our people are, without question, our most valuable asset, the leadership of our company has the proven ability to inspire by example and treat others with the utmost kindness and honesty.

And we're looking for somebody special...

Position: Social Engagement Specialist
Location: Manayunk, PA

Hours: Full Time
Compensation: Commensurate with experience.

We are seeking an all-in-one content creator, social strategist, marketing analyst, current events junkie and customer service rep who can increase customer engagement, website traffic and client revenue by utilizing all aspects of the social media marketing roadmap. Candidates must have a love for experimentation and risk-taking, a passion for advertising and writing, and be comfortable taking on different voices.

To thrive, you'll need to bring a working knowledge of how to create and adapt content for each social network, including Twitter, Facebook, Instagram, Vine, Periscope, Pinterest, LinkedIn and Google+, as well as how to dig into the data and draw actionable insights. The ability to ask relevant and thought-provoking questions in an engaging way will also be appreciated.

This Is Your Dream Job If...

- You incorporate competitive research, platform, messaging and audience considerations into strategies.
- You generate and share content and imagery that builds connections and encourages interactions.
- You are adept at setting up and optimizing company pages within each social media platform.
- You run tests and analyze metrics, insights and best practices to continually reiterate and improve your efforts.
- You moderate all user-generated content and engage with users to answer questions/concerns, provide resolutions and manage client reputations calmly and diplomatically.
- You can coordinate with different departments on campaign launches and growth initiatives.
- You thrive on deadlines and a fast-paced environment, with the ability to manage multiple simultaneous (and possibly conflicting) requests.
- You understand that flawless execution is deadline-driven.

Do You Have What It Takes?

- 3-5 years of experience in social media marketing or as a digital media specialist.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Demonstrable knowledge of analytics tools and social media platforms (such as Hootsuite, Buffer, Grum, etc.).
- Experience working as part of a team with other creatives either in-house or in an agency.
- Bachelor's degree required in marketing, communications, advertising, public relations or related field. Equivalent experience will also be acceptable.

We're looking forward to our possible future together!

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Muhlenhaupt + Company
Creative branding, communications
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Let's Meet Up
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