

SOCIAL MEDIA MANAGER

New York

The Social Media Manager oversees the implementation of Phillips' marketing strategies across key brand channels, including Instagram, Facebook, Twitter, Pinterest, LinkedIn, and YouTube. This role leads the planning and execution of dynamic social-first content that propels Phillips forward as an industry leader, with a clear strategy for building awareness among potential clients, driving traffic to our site, and continually elevating the aesthetic and voice of Phillips social presence. The Social Media Manager reports to the Senior International Marketing Content Manager and leads the Social Media Coordinator and Social Media Content Producer, as well as working closely with teams across Marketing, Digital, Creative, Press, and Specialist departments around the world.

Duties and Responsibilities

- Manage a cross-platform social media calendar and establish a social roadmap with near- and long-term KPIs for each channel
 - Lead the dissemination of weekly, monthly, and quarterly reporting on KPIs, including engagement, follower growth, traffic, and top performing posts
 - Manage organic and paid social media budgets, partnering with paid media agency on social strategies that correspond with data to maximize performance
 - Identify opportunities to amplify marketing assets (including editorial, videos, audio, photography, and animation) and recommend additional bespoke social content for optimal performance on each channel
 - Act as creative director for social content, guiding the evolution of our social voice to deepen its impact with our audience and ensuring quality of daily posting
 - Regularly review the competitive landscape and proactively engage social listening to identify and respond to trending content, conversations, topics, and news
 - Thoughtfully advise on leveraging new platforms and capabilities (Twitter Spaces, Clubhouse, Telegram, etc.)
 - Collaborate with Marketing, Press, and Creative teams to ensure the brand image and values are authentically communicated
 - Identify, vet and direct the coordination of social media collaborator/influencer/partnerships, inviting diverse perspectives to contribute to our campaigns
 - Liaise with channel owners for department- and region-specific accounts to identify opportunities for brand alignment, ensuring our global social channels are united
 - Oversee all aspects of community management, including maintaining best practices, responding to comments and DMs, and liaising with Client Services as needed
 - Communicate social media strategies to regional representatives, empowering them with tools to execute properly in their regions
 - Assist in training teams across the organization on social media best practices, turning Phillips employees into Phillips advocates
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Professional Skills and Experience

- Solid understanding of the auction industry; experience in the arts and culture sector, design, museums or galleries a plus
- Strong creative skills: an eye for design, a sharp writer and editor, proficient in photography, videography and animation a plus
- Proven ability to use data and metrics to develop strategies
- Knowledge of social publishing and analytics platforms (Curalate, Dash Hudson, Sprinklr, Opal, etc.)
- Excellent verbal and written communication skills; ability to communicate professionally with a wide variety of people

across the globe

- Desire to work collaboratively and creatively to build consensus and work effectively
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Education and Training

- Bachelor's degree in Marketing, Communications, or related field
 - 4+ years of experience representing a global brand in a social media-specific role
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Working Conditions

- Work is primarily undertaken remotely and in our New York office at 432 Park Avenue
 - Travel is occasionally required
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Please submit your resume and cover letter to Careersus@Phillips.com. Please use the subject header "Social Media Manager". Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.