

SOCIAL MEDIA MANAGER

New York

We are seeking a highly analytical, strategic, detail oriented, and creative Social Media Manager to develop and execute social media strategies across all major social platforms that drive audience growth, engagement, increase brand awareness, and support business goals across multiple platforms.

You will be responsible for managing all social media channels, analyzing and reporting performance data, ensuring account security, writing engaging captions, creating impactful content, and monitoring the competitive landscape to keep our social strategy ahead of the curve.

The role works closely with teams in Marketing, Creative, Digital, and Specialist departments to grow and retain Phillips' social audience.

Phillips values a workforce with a wide variety of experiences, backgrounds and skills, so we encourage you to apply even if you do not meet all of the qualifications.

Duties and Responsibilities

- Daily, weekly, monthly, quarterly, annual reporting on performance and KPIs including engagement, reach, follower growth, traffic, and top performing posts, providing actionable insights to stakeholders.
- Monitor analytics to measure performance, identify trends, and adjust strategies accordingly using native platform insights and third-party tools (e.g., Dash, Hubspot, Hootsuite, etc).
- Manage daily posting, proofreading, community engagement, and brand voice across platforms.
- Maintain a cross-platform social media calendar, ensuring the timely deployment of content and a consistent brand experience across platforms.
- Maintain organization and archive of social content on within tools, platforms, and systems (e.g., Canva, Monday.com, OneDrive).
- Stay up to date with the latest social media best practices, trends, tools, and platform updates.
- Maintain the security of all social media accounts, ensuring strong passwords, 2FA, user access control, and compliance with platform guidelines.
- Stay informed on platform policy changes and potential security threats or vulnerabilities, work closely with Copyright Manager and Legal Team.
- Ability to collate and present social media performance and strategy in a digestible, engaging manner.
- Engage with Phillips' social community, including responding to comments and DMs in a timely and brand-aligned manner, maintaining best practices, and liaising with Client Services as needed.
- Collaborate with internal teams globally (e.g. US, Europe, Asia) to ensure brand consistency and support campaigns.
- A/B test content formats, posting times, hashtags, and CTAs to improve performance.
- Stay informed on current social trends, meme culture, and audience behavior to keep content fresh and relevant.
- 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.
- Conduct ongoing competitor and industry landscape analysis to identify trends, content gaps, and emerging best practices and provide weekly analytics updates.
- Benchmark performance against key competitors.
- Translate data into strategic recommendations to guide content, posting schedules, and campaign direction.
- Develop and implement a comprehensive social media strategy across all social platforms, aligned with overall marketing and business goals.

- Develop strategies to grow and nurture a loyal, engaged, new follower base.
 - Create and curate engaging content (text, image, video, stories, reels, etc.) tailored to each platform (e.g., Instagram, Facebook, YouTube, LinkedIn, TikTok, Pinterest, X/Twitter) maximum engagement and performance across all channels.
 - Liaise with colleagues who oversee Asia based social channels and partner channels (e.g., Watches)
 - Prepare and update education elements for internal trainings.
 - Manage and grow partner/influencer/artist/brand personality relationships where applicable.
 - Perform ad hoc projects as needed.
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Professional Skills and Experience

- Proven work experience as a Social Media Manager or similar role; luxury brand experience is preferred.
 - Strong understanding of social media platforms, algorithms, and tools.
 - Excellent written and verbal communication skills.
 - Expert in social media management platforms (e.g., Dash, Hubspot, Hootsuite, etc) and content creation tools (e.g., Canva, Adobe Creative Suite).
 - Skilled with analytics tools (e.g., Meta Business Suite, Google Analytics, native platform insights).
 - Ability to multitask, manage deadlines, and work both independently and collaboratively.
 - Familiarity with SEO and email marketing as it relates to social strategy.
 - Attention to detail and a strong sense of brand tone of voice.
 - Enthusiastic interest in social media channels and their respective strategies (Instagram, Facebook, YouTube, LinkedIn, Pinterest, X, WeChat, Weibo, Red).
 - Strong writing and editing skills, demonstrated experience with producing social copy.
 - Experience with paid social media advertising is a plus.
 - Highly proficient writing for social media in English.
 - Experience in the arts and culture sector, fashion, design, architecture, or museums and galleries a plus.
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Working Conditions

- Work is primarily undertaken in our New York office at 432 Park Avenue
 - Ability to post on weekends to meet business needs
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Additional Info

- The annual salary range for the role is \$75,000-100,000.
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To apply please visit: <https://phillipsauctioneers.bamboohr.com/careers/467>. 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.