



The Association of
Accountants and
Financial Professionals
in Business

Global Social Media Manager

Reports to: Director, Integrated Marketing

Department: Brand

Classification: Exempt

Division: Corporate Headquarters

Date: February 27, 2023

POSITION SUMMARY:

The ideal candidate will leverage their proficiency in digital marketing and social media to drive impactful campaigns that will grow IMA's business, build customer loyalty, and deliver an engaging and seamless user experience. The position requires a strong ability to lead and collaborate across several cross-functional areas to meet deliverables and deadlines. It also requires the development, execution, and management of social media campaigns (both organic and paid) and flawless execution in collaboration with brand, design, communications, PR, IMA's agencies, regional teams, and external partners. IMA is looking for someone with passion, energy, and drive to take IMA's social media to the next level. The Global Social Media Manager will have a vision for how to improve organic and paid content and campaigns in line with the organization's goals.

KEY RESPONSIBILITIES:

Global social media management

- Develop and execute the social media strategy (organic and paid) for all of IMA Global's social media channels including:
 - Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - TikTok
 - YouTube
 - IMA's exclusive member community – myIMA Network
- Manage, create, and schedule all social content for IMA Global's channels.
- Host special social media "events" such as LinkedIn and Instagram Lives, Instagram Takeovers, etc.
- Create and run paid social media campaigns on Facebook, LinkedIn, and other channels as required in the social media strategy.
- Manage all social media platforms and communities which includes monitoring and responding to comments and direct messages within appropriate time frames.
- Work with the design team and outside vendors to develop new graphics and videos for all channels.

- Maintain global oversight of the regional teams in Europe, Southeast Asia, Middle East, and India to develop their social media strategy and review/approve their content.
- Hold regular social media check-ins with the regional teams.
- Utilize Sprout Social to monitor performance, analytics, and competitors. Share results with director and SVP regularly.
- Work with CEO, CFO, and other thought leaders to develop and share content on their social channels.
- Use a social media listening tool to keep a pulse check on sentiments.
- Develop strategy and plan for social media before and during events (both virtual and in-person) – some travel may be required.
- Continuously stay on top of social media and marketing trends, competitive practices, and conduct competitive research to inform IMA's social media strategy.
- Proactively explore ways to improve engagement on all social channels and test and learn by implementing new strategies and tactics.
- Support IMA's magazine, *Strategic Finance*, with social media scheduling and strategy development.

Influence a Positive Team Culture

- Actively leverage your role to influence a positive team culture in support of IMA's Core Values.
- Be willing to jump in and support the Brand/marketing team in other areas outside of social media if/when needed.

KNOWLEDGE, SKILLS, ABILITIES and OTHER REQUIREMENTS:

- Bachelor's degree with 3+ years of social media experience
- Experience managing Facebook and LinkedIn ad campaigns
- Experience using and creating video content for TikTok and Instagram, preferably in a business setting
- Understanding of how to optimize copy and content on social media platforms
- Strong eye for visual design with the ability to conceptualize images both directly from Getty and working with in-house agency to develop new graphics
- Comfortable with analytics and measurement of campaign effectiveness to continually optimize marketing efforts
- Excellent verbal and written communications skills; ability to easily convey ideas in writing and maintain a consistent brand voice on behalf of IMA with a passion for the business
- Ability to understand the needs of IMA members
- Experience working with professional associations or not-for-profit organizations a plus
- Close attention to detail and the ability to manage multiple projects on time and with flawless execution
- Proven ability to influence and interact successfully with diverse cross-functional partners at all levels, leading internal and external clients and vendors
- Customer-first mindset with an ability to stay on top of social media inquiries, route difficult questions offline, and maintain top-notch professionalism as the voice of the brand
- Proficiency in PowerPoint, Excel, and the ability to create tools and templates to successfully manage ongoing projects

BENEFITS:

What is in it for you?

Opportunity to work in a hybrid schedule. We offer a competitive compensation and benefits package. Our benefits include medical, dental, health savings account, 401(k) with company match, life insurance, disability, flexible spending, tuition reimbursement, certification reimbursement, paid time off, 12 company paid holidays annually, access to LinkedIn Learning, online counseling services, employee assistance program and charitable contributions matching program. New hires are assigned a buddy from day one to assist with the transition to a new company. It is our goal to provide our employees with a dynamic, respectful work environment that fosters professional and personal growth and excellence. You will work with knowledgeable, talented and fun staff across the globe while serving our mission of advancing the management accounting profession. IMA was named a Top Workplace in NJ.com Top Workplaces in 2021.

About IMA® (Institute of Management Accountants)

IMA® is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) programs, continuing education, networking, and advocacy of the highest ethical business practices. Twice named Professional Body of the Year by *The Accountant/International Accounting Bulletin*, IMA has a global network of about 140,000 members in 150 countries and more than 350 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe and Middle East/India. For more information about IMA, please visit www.imanet.org.

COVID-19 Vaccination

IMA requires all new hires to be fully vaccinated against COVID-19 and provide valid proof of vaccination as of their start date, to the extent permitted under applicable law. This requirement is a condition of employment at IMA, and it applies regardless of whether the position is at an IMA office or is fully remote. If you are unable to receive the vaccine for qualifying medical reasons (including pregnancy-related), you will have the opportunity to request a reasonable accommodation.

Our Diversity and Inclusion Commitment

Fundamental to our core values, IMA is committed to creating and nurturing a diverse and inclusive member community, accounting and finance profession, organizational workplace, and partner network and to fostering mutual respect between individuals.

IMA embraces a culture of open-mindedness and encourages multiple perspectives to enhance our collaborative solutions, drive innovation, and create and deliver value in all that we do