



JOB VACANCY

Digital Channel Manager (LA)

About WMA

WMA exists to create impactful results for its partners across the digital space. We connect brands, artists and audiences through the convergence of digital media, from music and entertainment, to lifestyle and technology. The WMA network is highly experienced and extends globally, with bases in London, New York and Los Angeles, to provide a fully integrated digital service.

By building strong relationships and original engagements, we work to create something truly memorable for our clients.

Current clients: Republic Records, Interscope, Disney Records, Vevo, Sony Music, Ministry of Sound, RCA, ROC Nation.

The Role

WMA is looking for an experienced Digital Channel Manager to join its fast-growing team in Los Angeles. The individual should have proven experience in delivering social media campaigns within music and/or the wider entertainment space and be fully immersed in the ever-changing digital landscape. The position is charged with developing and executing best in class social media campaigns for WMA's clients, which will include artists, labels, brands and other entertainment businesses.

KEY RESPONSIBILITIES

- Managing accounts for a variety of social projects and clients autonomously, whilst working with key stakeholders to deliver social campaign ideation in line with the overall marketing objectives.
- Create and execute exciting and innovative social strategies whilst ensuring content and channel output is optimized.
- Support the management team in training and development of junior team members.
- Copywriting in correct tone of voice for official sites and e-newsletters.
- Provide clear social content plans for review on a weekly basis and scheduling of approved posts on key channels including but not limited to Facebook, Twitter, Instagram, Tumblr and Spotify.
- Drive digital innovation to position artists, brands and WMA as industry leaders.
- Analyze data and present reports in a simple and effective manner.
- To work closely with the other Digital services within WMA to offer a bespoke streamlined service, amplify activity and refer new business.

EDUCATION & EXPERIENCE:

- Proven experience in social media and digital channel management (minimum 1.5 years), preferably within the music industry.
- Understanding of evolving technology and the ability to research new opportunities.
- Proven experience of delivering social media campaigns based on audience insight.
- Ideally graduate level with a degree in marketing, PR, music or related field.

SKILLSET

- Genuine interest and active knowledge of the changing digital and social media landscape.
- Passion for music, entertainment and brands.
- Ability to multi-task in a high energy environment
- Ability to work with a broad range and level of people; to share and convey updates, ideas and vision with clarity and tailored to the audience.
- Great relationship building skills - get to know clients including artists and management in a friendly but professional way - maintain credibility.
- Excellent communication skills - verbal & written.
- Excellent people skills - confident & proactive.
- Team player - cross departmental teamwork required.
- Can take on and solve problems
- Highly creative
- Good attention to detail

WHO WILL YOU BE WORKING WITH?

- The Global Social Team
- Directly with clients to discuss briefs, campaigns, timings and budgets
- Artists
- Other teams at WMA

Start Date

TBC

Salary

Competitive. Dependent on experience.

Contact

Website: wma.agency

