



**Position:**  
**Director of Buzz**  
**theKbuzz**

**Job Description:** In the broad sense, the Director of Buzz is responsible for planning, managing and executing social media strategies for multiple clients across a variety of industries. The Director develops and executes strategic visions, is the direct contact between the client and the company, monitors work and evaluates results to ensure the client's goals are met and are in line with the needs and mission of the overall brand.

**Roles and Responsibilities:** The roles and responsibilities of the Director of Buzz are constantly changing so this list cannot possibly be mutually exclusive. Here is a better idea of what is expected of you.

- You must think creatively and strategically in order to successfully develop social media plans that fit into the client's overall marketing goals objectives
- Once developed, you need to be able to manage and implement the strategic vision either on behalf of the client or collaboratively with the client
- Measure the impact of social media campaigns on the overall marketing efforts for clients
- Build and grow relationships with clients
- Experiment with new and alternative ways to leverage social media to achieve overall marketing objectives and goals
- Actively contribute to the brand growth and success of theKbuzz
- Monitor trends in social media tools and stay up to date in all changes in the social media space

**Skills/Knowledge:** In order to be successful in this position, you need to possess certain skills/knowledge.

- Social Media: Knowledge and understanding of social media (beyond just Facebook and Twitter) and how it benefits brands both large and small is crucial for this position.
- Marketing: A clear understanding of and passion for all marketing (traditional, new media, guerilla and 'word of mouth')
- Management: While you won't necessarily be managing people, you will be managing projects and client relationships.
- Excellent written, verbal and interpersonal communications skills

**Qualities:** The position takes a certain type of individual. The ideal candidate is:

- Organized
- A Great Communicator
- Creative
- A multi-tasker
- Able to meet deadlines
- Detail-oriented
- Determined
- Able to take direction well
- A go-getter
- A team player
- A fast learner
- A Quick thinker
- Professional
- A people person
- An excellent delegator
- Confident
- A problem solver

**Reports To:** Carrie Kerpen, Queen Bee, theKbuzz

Salary plus Bonus.

Standard Health and Retirement Benefits.

Paid Vacation.

Fabulous Corporate Culture.

All That Good Stuff.