
Social Media and Marketing Manager

Shelli Herman and Associates, Inc.

HOURS

~20 / week

STRUCTURE

Contract or Part-Time

LOCATION

Remote

The Organization

Based in Los Angeles, Shelli Herman and Associates, Inc. (SHA) is a retained executive search firm specializing in building C-suite teams for exceptional organizations. Founded in 2011 by Shelli Herman, the company provides innovative, customized recruitment solutions tailored to each client's needs. Our services are designed for senior executives and leaders at the top levels.

We have extensive experience working with both mission-driven organizations, including a robust higher education and nonprofit practice, and Fortune 500 companies. Our clients are diverse but share a common trait: they are trailblazers in their fields. We have a proven record of collaborating with discerning organizational leaders who need a flexible, experienced, and skilled search team, and we are unmatched in our sector. Defined by our commitment to high-touch client service, the SHA team prides itself on serving Boards and CEOs as strategic partners and delivering superior results. For more information, please visit www.shellihermansearch.com.



Position Concept

Shelli Herman and Associates, Inc. seeks a Social Media and Marketing Manager (SMMM) to drive the firm's marketing and digital media efforts and provide enterprise leadership for this function. The SMMM will report to the President, Shelli Herman, and work closely with SHA's Director of Search Operations. This individual contributor will coordinate with outside vendors and service providers as needed for specialized work.

The SMMM will set the strategy for SHA's brand marketing, content, website, and digital infrastructure and personally create and execute work. The Social Media and Marketing Manager will keep SHA ahead of the curve by tracking emerging platforms, tools, and visual trends that drive engagement, expand our reach, deepen relationships with existing clients, and elevate the firm's profile, all while aligning our approach with evolving best practices.

"We are looking for someone passionate, proactive, self-aware, and detail-oriented who is willing to do whatever it takes to deliver excellent work and advance the firm's digital presence."

Essential Functions

CONTENT STRATEGY AND EXECUTION

- Own the firm's content and marketing strategy, determining what we publish, where, and why, and personally create that content, from blog posts to social media to email campaigns.
- Develop and refine messaging frameworks that serve our fieldwide audience of executive job seekers, while also speaking clearly to our two primary audiences of potential clients: nonprofit Board members and CEOs.
- Distribute content across the firm's channels, including our mailing list, blog, website, and social media (currently LinkedIn and Meta; the firm also holds an X account, which is not presently active).
- Serve as the firm's day-to-day driver of its digital presence, coordinating with the Director of Search Operations and outside vendors and service providers as needed to maintain a consistent brand voice and visual identity across all platforms.
- Monitor marketing analytics and translate findings into clear recommendations for the President, adjusting strategy accordingly.
- Recommend other forms of media (e.g., podcasts, webinars) that may be impactful relative to competitors and solidify the President's position as a thought leader in the sector.
- Develop and maintain materials that equip the full team to represent SHA with confidence: talking points, capability statements, service overviews, and related collateral.
- Design documents such as job descriptions and proposals using already-written, approved content and post them on relevant sites, as needed.

WEBSITE AND TECHNICAL INFRASTRUCTURE

- Build, design, maintain, adapt, and monitor the firm's website on an ongoing basis, including its visual character and functionality, continually evolving it to reflect the firm's position as a leader in executive search.
- Partner with the firm on email deliverability best practices, helping SHA stay ahead of spam filters and ensure strong inbox placement, including for email sent through our database and MailChimp.

Candidate Qualifications

The Social Media and Marketing Manager must possess and project the utmost integrity and highest standards of professional conduct. Expected qualifications include:

- A proactive, self-aware professional who takes initiative without waiting to be asked, and who brings fresh ideas and sound judgment to shaping SHA's marketing and digital direction.
- Professional experience creating regular, varied, and compelling content and interpreting efficacy across multiple platforms, including but not limited to LinkedIn and Meta.
- Demonstrated ability to manage and grow a firm's online presence, focusing on key topics, information, and images that will appeal to the target market and are relevant to SHA's work.
- Comprehension of visual design principles and sufficient experience with graphic design platforms, such as Canva or InDesign, to allow for an efficient design process.
- High-level competence with Wix, Microsoft Office, and Adobe Acrobat; experience with video editing software. Familiarity with website management/CMS platforms and email deliverability practices strongly preferred.
- Current knowledge of and a commitment to keeping abreast of the latest trends, advances, platforms, and regulations relating to SHA's social media and marketing.
- This exceptional communicator will understand narrative and what creates captivating content. A skilled writer and copy editor with an eye for detail who can take on the voice of the firm, utilizing an appropriately professional writing style, translating SHA's tone and personality into consistent, on-brand copy across every channel.
- A collaborative self-starter who thrives in a fast-paced, input-rich environment as part of a dedicated and agile team.
- An adaptable multi-tasker, with the ability to control and move forward on several priorities simultaneously. This includes switching priorities as required without losing momentum and a history of success carrying out the components of a multifaceted social media/digital marketing strategy.
- A style characterized by openness, accountability, humility, and creativity, coupled with a strong commitment to SHA's dedication to professionalism and exemplary service. Every SHA team member models a strong customer service orientation and willingness to find solutions to complex problems and answers to unconventional questions.
- The SHA team does what it takes to get the job done. Consequently, the successful candidate will be a highly energetic, forward-thinking, solutions-focused individual with a strong work ethic and an enthusiastic, passionate approach to work.
- Ability to exercise tact in dealing with sensitive, nuanced, and confidential issues and situations.

Education

The successful candidate will hold a bachelor's degree, preferably in marketing, communications, public relations, or a related field.

Hours, Structure & Compensation

The position requires approximately 20 hours/week and may be structured as an independent contractor engagement or a part-time employee position, per the candidate's preference. The corporate office is in Los Angeles; this role works remotely. Compensation is negotiable and commensurate with experience.

Process & Contact

A review of applications will commence immediately and continue until the position is filled. Interested individuals are encouraged to submit their credentials as soon as possible for full consideration. Complete applications should be submitted via our website and include a cover letter and a current resume reflecting all work experience.

CONTACT

Shelli Herman and Associates, Inc.
11693 San Vicente Blvd., Suite #104
Los Angeles, California 90049

Shelli Herman
President
Office: (800) 396-0595 ext. 5
E-mail: shelli@shellihermansearch.com

Margot Garber
Vice President and Director of Search Operations
Office: (800) 396-0595 ext. 4
E-mail: margot@shellihermansearch.com