



## Social Media Marketing Manager

### [American Express](#) (New York, New York)

Posted:

August 21, 2009

Address:

New York, NY 10285

Occu:

[Marketing](#)

Type:

[Full-time](#), [Permanent](#)

Description:

Social Media Marketing Manager

Are you obsessed with Twitter and Facebook? Do you read Mashable on a daily basis?  
Are you already thinking about Web 3.0?

American Express is seeking a Social Media Marketing Manager to help develop innovative social media marketing campaigns and content that deliver on business and brand goals. This person will seek ways to leverage the voice of the customer to drive demand for American Express products and services.

Responsibilities:

- Develop social media marketing campaigns and content
- Consult with business units on social media marketing programs
- Evangelize and help educate about social media internally and externally
- Manage agencies to execute social media campaigns and content
- Track, analyze and optimize campaigns
- Monitor discussion of Amex in social media
- Be passionately in tune with latest social media developments, online behavior, tools, best practices, and trends
- Coordinate activities with various internal groups including PR, Customer Service, and Interactive

Qualifications:

- 5-7 years of substantial online marketing experience, ideally from a digital agency or top online publisher preferred
- At least 2 years of Web 2.0 based campaign development and execution
- Must be an enthusiastic and avid user of social media/internet communities
- Solid understanding of organic search engine optimization
- Proven project management skills
- Exceptional written and oral communication skills
- Proven track record of meeting deadlines and deliverables
- Must have great creative energy and ability to generate forward-looking ideas
- Passionate and autonomous in your approach but collaborative in execution
- Be flexible and thrive in a fluid work environment
- Able to gain buy-in from multiple constituents in a collaborative cross-functional environment
- MBA preferred

As someone who sets and achieves big goals, you should be with a high-achieving company and none fit the profile better than American Express! Our focus on progressive employee programs, 1st day benefits, work / life balance and team satisfaction is why we are consistently chosen as one of Fortune's Top 100 employers, and as local top ranking in The Great Places to Work Institute. Join a company that achieves results by treating its employees to the best of everything!

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