Social Media Manager

Midnite Oil Creative | Detroit, MI
Experience Level: Mid-Level, 3-5 years of experience
Work Arrangement: Hybrid, 3 days in-office per week

From the heart of downtown Detroit, Midnite Oil has been helping brands show up smarter since 1994. We're a creative studio specializing in social media, branding, and digital strategy. From foundational design to scroll-stopping content, we craft clarity, creativity, and consistency into everything we touch.

About the Role

We're looking for a creative, organized, and motivated Social Media Manager to join our team and support our growing roster of clients in the restaurant and hospitality industries.
The ideal candidate can balance creativity with strategy, manage multiple projects and deadlines, and confidently communicate with clients. We're looking for someone who is equally comfortable planning a content calendar, capturing and editing photo and video content, and managing additional digital marketing initiatives.

Key Responsibilities

Social Media Management & Strategy

- Develop, manage, and execute monthly social media content calendars across multiple client accounts.
- Create engaging, on-brand content, including captions, graphics, photography, and short-form videos.
- Schedule, publish and monitor content across social media platforms using scheduling and management tools.
- Support the development and execution of organic and paid social media strategies.
- Create, manage, and optimize Meta advertising campaigns and boosted posts.
- Monitor social media performance and provide reporting, insights, and recommendations.

Content Creation & Production

- Plan and execute on-site photo and video shoots at client locations.
- Capture high-quality photo and video content using professional cameras and other production equipment.
- Edit photography and short-form video content.
- Create basic graphics and promotional assets.
- Stay informed on social media trends, platform updates, and content best practices.

Client & Project Management

- Serve as a direct point of contact for assigned clients, maintaining clear, professional, and timely communication.
- Manage multiple accounts, projects, content calendars, and deadlines simultaneously.
- Coordinate content approvals, revisions, and scheduling with clients and internal team members.
- Maintain organized workflows and proactively communicate project updates and needs.

Additional Digital Marketing Support

- Create, schedule, and manage email marketing campaigns.
- Make basic website content updates using WordPress or similar platforms.
- Assist with additional digital marketing initiatives as needed.

Qualifications & Skills

- Previous experience managing social media accounts for businesses or brands, preferably in an agency setting.
- Strong understanding of organic social media strategy, paid advertising, and platform best practices.
- Experience creating and managing Meta advertising campaigns, including boosted posts.
- Proficiency in photography, videography, and editing for social media.
- Experience using professional camera equipment and basic photo/video production tools.
- Strong copywriting, communication, and attention to detail.
- Basic graphic design skills and an understanding of visual branding.
- Highly organized with the ability to prioritize tasks, manage timelines, and meet deadlines.
- Ability to work independently while collaborating with a creative team.
- Ability to work in-office in Downtown Detroit three days per week and travel locally for client photo and video shoots.

Preferred Software Experience

Familiarity with the following platforms is preferred:

- Content Creation & Design: Adobe Creative Suite, CapCut, Canva
- Social Media Management & Advertising: Sprout Social (or similar scheduling platforms), Meta Business Suite, Meta Ads Manager
- Project Management & Collaboration: Google Workspace
- Email Marketing: Mailchimp, Constant Contact, Flodesk
- Website Management: WordPress

Experience with every platform is not required, but candidates should be comfortable learning new tools and adapting to different client needs.