



## Digital Account Supervisor

### Our Community

Goodfuse, a BCW Group company, is an award-winning, high-touch boutique agency designed to guide clients through the most unpredictable communications challenges with a seasoned, hands-on senior team, and full-spectrum, fully integrated capabilities that put people first. Digital to traditional, media relations to public affairs, clients engage us to simplify. Humanize. Make something good far better. And get it right—and remarkable—right away. We bring unparalleled strategic thinking and flawless execution to a Fortune 50 company and its multiple brands around the world. Our work spans the Healthcare and Brand communications spectrum as we work on everything from consumer campaigns to high science initiatives.

### What you will do...

As Digital Account Supervisor based in New York City you will be responsible for leading digital activities across high-profile healthcare and pharmaceutical accounts. You will be part of a growing and vibrant team, providing your expertise and advice on the latest digital trends and technologies. We are revolutionizing the healthcare PR industry and looking for someone passionate about pushing those boundaries with us.

### Responsibilities:

- Work directly with internal leadership, clients, and team to develop inspirational digital and social media strategies to help elevate our clients' brands
- Provide day-to-day digital counsel to clients and advise on digital/social campaigns and tactics across the practice
- Partner with internal teams to develop innovative, compelling, effective digital content for social media and search ads
- Implement, track, analyze and optimize paid campaigns utilizing successful bid strategies and keyword management
- Leverage site analytics programs for actionable insights
- Lead and mentor junior team members to build a culture of high performance

### Who you will be...

- 5+ years of digital and social media experience, ideally in an agency setting.
- Focus on digital and social in the healthcare space a plus; product-branded pharmaceutical experience strongly preferred
- Experience setting digital and social strategy for clients
- Content creation experience a must
- Experience developing and measuring paid media campaigns
- Impeccable client relationship skills and experience working with high-touch clients
- Experience working with vendors and managing out of pocket budgets
- Experience with all aspects social and how it works within integrated communications
- Amazing flexibility and someone who thrives in a fast-paced and ever-changing environment
- Proficiency with Microsoft Word, PowerPoint and Excel as well as social media platforms (Facebook, Twitter, Pinterest, Instagram, LinkedIn)
- Excellent written and verbal communications skills along with strong attention to detail
- Experience working in and contributing to an inclusive and collaborative environment
- Ability to push the envelope and think outside of the box

**Interested? Please send your resume to Sheila Powers at [HR@goodfuse.com](mailto:HR@goodfuse.com)**

*\*The job description is a summary of typical job functions and is not an exhaustive list of possible duties. The jobholder's responsibilities and duties may differ from those outlined above. Other duties, as assigned, may be part of the job.*

### To learn more about us please visit:

- [Instagram](#)
- [LinkedIn](#)
- [Company Website](#)

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