



Digital Account Executive

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 a Digital Account Executive based in New York City, you will be assisting in digital and social media efforts across healthcare and consumer accounts. You will be part of a growing and vibrant team, providing your expertise and advice on the latest digital strategies and technologies. We are revolutionizing the healthcare PR industry and looking for someone passionate about pushing those boundaries with us.

- Work directly with the head of digital and digital team to develop inspirational digital and social media strategies to help elevate our clients' brands
- Draft content for social channels including Twitter, Facebook, Instagram, and LinkedIn
- Help to moderate and monitor social communities in our space including social auditing and listening
- Develop an understanding of all social channels, how they are evolving every day and where we need to be playing in the future
- Be an active member in the brainstorm process to imagine and develop new tactics and strategies

Who you will be...

- 1-2 years of digital and social media experience in an agency setting, healthcare experience is a plus
- Community management and content creation experience; paid experience preferred
- Self-starter who is hungry to take ownership of projects and build impeccable client relationship skills
- 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
- You are imaginative and inventive and will help us to reach new heights
- Ability to take ownership of a program and work with autonomy
- Proficiency with Microsoft Word, PowerPoint, and Excel as well as social media platforms (Twitter, Facebook, Instagram, and 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

**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](#)

Goodfuse does not discriminate on the basis of race, sex, color, religion, age, national origin, marital status, disability, veteran status, genetic information, sexual orientation, gender identity or any other reason prohibited by law in provision of employment opportunities and benefits.

Interested?

To apply, send your resume and cover letter to Carina Goldbach, HR Lead, at carina.goldbach@goodfuse.com