

Social Media Design Manager

PeopleSoft Job Code / Title: 7060 / B&C Manager
Department / Subdepartment: Brand & Communications
Organizational Relationship: Reports to the Global Creative Director
FLSA Status: Exempt
UCM Level: 5
Last Updated: May 1, 2025

General Summary:

The Social Media Design Manager is a senior member of the firm's global Creative Services team, working closely alongside the Digital Media team. In this role, the Social Media Design Manager develops and deploys compelling, high-quality social media strategies, visual content, templates, and design assets, ensuring all work aligns with the firm's brand and design guidelines.

Essential Duties and Responsibilities:

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Leads and executes visual content across various social media platforms -- including but not limited to LinkedIn, Instagram, X, and Facebook -- ensuring timely delivery while upholding high standards for visual presentation, craft, and attention to detail
2. Builds a range of visual assets including static compositions and slide shares, typographic compositions, iconography, infographics, illustrations, and basic animation and video editing
3. Collaborates with the social media, web, PR, marketing, and video teams to develop and execute creative strategies and campaign assets that align with brand guidelines and strategic objectives
4. Guides internal clients on digital design strategy and the application of brand guidelines, contributing to their evolution
5. Manages multiple projects simultaneously while meeting tight deadlines and maintaining a high standard of quality
6. Analyzes the performance of social media content in collaboration with the social media team to glean insights and recommendations for improvement
7. Assists in maintaining a consistent brand voice and style across social media and website platforms
8. Stays abreast of firm priorities and developments, as well as news, current events, and trends in the social media field
9. Promotes effective work practices, works as a team member, and shows respect for co-workers

Knowledge, Skills & Abilities

- Exceptional design skills demonstrated through a diverse portfolio of social media content, showcasing expertise in nuanced typography, information design principles, and visual hierarchy
- Outstanding presentation skills, with the ability to effectively position creative work and articulate the rationale behind design decisions to navigate subjective feedback."
- Advanced knowledge of design software such as Adobe Creative Suite (Photoshop, Illustrator, After Effects) and other relevant tools, including Figma and Canva. Familiarity with Flourish is a plus

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- Proficient in basic motion design and video editing, with a working knowledge of UI/UX principles and processes
- Advanced understanding of social media platforms and their respective design and production requirements
- Excellent communication skills, both written and oral, with the ability to communicate skillfully to different audiences
- Ability to work independently and as part of a team in a fast-paced, customer-service focused environment
- Organizational skills to manage time well, prioritize effectively, and handle multiple deadlines
- Ability to handle confidential and sensitive information with the appropriate discretion

Position Specifications

Education

- Bachelor's degree or equivalent required in graphic design, digital arts, marketing, or related field

Typical Experience

- A minimum of seven (7) years' experience as a social media designer in a marketing agency, design firm, or in-house communications department required
- Experience in professional services or business-to-business preferred
- Experience with digital asset management systems, email marketing systems, and UI/UX preferred

Working Conditions and Physical Demands

- Frequently move (e.g., walk) around the office
- Spend extensive time using a computer, including use of a PC keyboard and mouse or similar data input devices
- Travel may be required
- All Latham & Watkins positions are in a typical indoor office environment

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.