



Social Media and Content Creator

Who We Are:

Swoon is a fast growing consumer products company dedicated to taking down sugar by keeping life sweet! Our co-founder Jen is a Type 1 diabetic, so for us it's personal- with limited options for sugar-free drinks that actually taste good - we knew we had to find another way. That's how Swoon was born - we're on a mission to make zero sugar drinks that actually taste good!

About the Role:

Swoon is seeking a creative, out of the box thinker and entrepreneurial minded - Social Media Coordinator and Content Creator to develop and execute the social media strategy. Reporting to the Brand and Influencer Manager, you will be responsible for planning/creating engaging content, continuing to build Swoon's presence on all social media platforms through the brand voice, building out the monthly content calendar working with contracted creators and paid partners, the 360 social support plans for launches/activations, and the ability to identify and "swoon-ify" social trends. This role also requires an analytical mindset and will be responsible for monitoring performance across all channels, implementing new strategies based on evidence, reporting and evaluating data. If you love to lead multiple projects, social media OBSESSED, have a team player attitude and have an eye for detail, this could be the perfect opportunity for you.

Your Responsibilities:

- Create engaging video and photo content to support all social channels
- Plan, shoot, and edit all content (art direction, graphic design and short form video editing)
- Manage monthly Social Calendar- Create strategies to increase engagement and followers across Instagram, TikTok, Pinterest
- Stay up to date on trending sounds and topics, identify relevant content our audience will love
- Craft engaging copy and maintain brand voice consistently across all social touchpoints
- Monitor consumer tags across all platforms and compile UGC content for reposting
- Manage communication with paid UGC creators through weekly briefing
- Measure, track, and analyze metrics in monthly reports, including role-specific KPIs

Joining the Team, You will Gain:

- 360 exposure to all functions of the Swoon brand with the opportunity to help provide feedback and inform decisions in and outside of your direct team
- Unique opportunity to work for female founders in an innovation-driven environment

- A tight-knit team committed to your professional development and who want to help you and the entire brand make an impact in the CPG space

You'll Love This Job If:

- You are **PASSIONATE** about social media/content creation: You live and breathe all things social media, and you're not afraid to take creative risks
- You are **CREATIVE**: You enjoy making fun, relatable, and engaging content in front of and behind the camera, while also incorporating founders and team members in content
- You are highly **ORGANIZED**: You're not overwhelmed by tackling multiple tasks simultaneously and can prioritize based on importance- wearing many hats, diving into your own projects while also brainstorming with other team members is a must!
- You are **DETAIL ORIENTED**: You have a good eye for design, visuals, and aesthetics
- You are a strong **COMMUNICATOR**: You're a people person who collaborates well with others and thrives apart of a team and individually
- You are **OPEN-MINDED**: You are eager and willing to accept guidance and feedback positively
- You are **PROACTIVE**: You're a forward thinker who's always thinking about how to level up personally, with partners, and bring social connections to life

Qualifications

- 3+ years of relevant social media management experience, ideally in a CPG, health, wellness- fast paced/ startup environment
- Expert in creating and editing video and photo content through programs/apps like Adobe Photoshop, Illustrator, InDesign, After Effects, Planoly, Canva
- Have a strong understanding of what works on different social media platforms and can Swoonify trends in real time
- Experience with a professional camera and shooting content in studio is a plus
- Familiarity with social media and reporting tools- Tribe, Sprout Social

Additional Information:

NYC-based with expectation to work at least 1 day/week in Midtown, NYC office, up to 3 days a week for events/team gatherings/etc

- Competitive compensation and full health benefits
- Unlimited vacation policy (with some limitations during beverage season)
- All of the Swoon you can drink! 😊
- Dynamic working environment filled with passionate, genuine, fun, smart people

Submission Requirements:

1.Resume

2.Portfolio: Provide a portfolio of your previous work showcasing your content creation skills and experience with various social media platforms. Include any examples or relevant links to social media accounts.

3.Project:

Social Content-

- Create 3 IG posts (Image and Caption)
- Create 1 IG Reel
- Choose 1 Tik Tok trend and “Swoon-ify” them
- Create a 1 page Mood Board to showcase your creative decisions for how you would build out “Summer of Swoon” on IG

Q+A-

- Why are you interested in being part of the Swoon team?
- What would you change after looking over our current social media content on IG and TikTok?
- What brand content has stood out to you and led you to purchase their product? Why?

To Apply:

Email community@tasteswoon.com with your resume, portfolio, social content ideas and answers to above questions. Please include “[NAME]_Social Media and Content Creator Application” in the subject line – i.e., SAM SMITH_ Social Media and Content Creator Application