



*The Courageous Brand*

# **SOCIAL MEDIA MARKETING MANAGER**

Full-Time Remote Position for The Courageous Brand

## **WHO ARE WE?**

Retail and education company focused on instilling courage and confidence in the girls of our future. Our goal is to help all women believe in themselves to live fully and achieve their goals. We believe that we rise by lifting each other up. The Courageous Brand movement is focused on building momentum around women supporting women and instilling this in girls from the start. We are a small team of passionate women based on the East Coast, but have employees nationwide as we are a fully-virtual company.

Our Courage Collection comprises of jewelry, apparel and accessories for both women and girls. These retail pieces are on trend, and powerful compliments to any wardrobe to help women and young girls look and feel great while spreading the word on our mission and making a difference. When you buy from our product line, you are subscribing to your very own subscription to courage and telling the world that you believe in yourself. Our Courage Academy is the world's first and only membership community instilling courage and confidence in the women of our future (ages 8-14). It is a 12-month learning experience to progress her through the skills, tools, and mindset needed to achieve the courageous leadership certificate.

## **ABOUT THIS POSITION**

As the Social Media Marketing Manager, you will be the go-to individual for all platforms and campaigns. This is a full-time (40 hours a week) work-from-home position paid salary and including benefits. You will work with our team in all sectors of the company and manage content creation, planning and implementation of campaigns, platform management and more defined below. We are looking for an individual who is passionate about Social Media and can take our accounts to the next level.



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### **RESPONSIBILITIES**

- Overall management of Instagram, Facebook (business page & private groups), LinkedIn, YouTube & TikTok
- Creation of content calendar for above platforms (daily posts, stories)
- Management of Graphic Design Intern to assist you with Content Creation/Editing
- Planning and Implementation of campaigns (product releases, giveaways, sales launches)
- Creation and management of Facebook & Instagram Ads (to draw leads to our Sales Representatives & Product Sales)
- Planning content photoshoots, and editing content (includes photos & videos)
- Ensure all deliverables are met on-time
- Stay up to date on social media trends & platforms
- Reporting

### **DESIRED SKILLS**

- 1-5 years Social Media or Marketing Experience
- Organization
- Attention to Detail
- Masters New Skills Quickly
- Desire to Learn
- Photo/Video Editing Capabilities, background in Graphic Design a Plus
- Experience with Content Creation & Planning
- Knowledge of the Consumer Retail Industry

Must be proficient in Adobe Suite( photoshop, illustrator, Premiere, Lightroom), MailChimp, Planoly, and Calendly.