

**TÖASTIE** is a fast-growing B-Corp certified, Children's Outdoor brand. Our ethos is to create a deeper connection between children and the environment with a view to promoting positive mental health and well-being, coupled with a lifelong desire to protect our planet. We are looking for a **Social Media and Content Manager** to fuel our growth across social media channels and manage our online presence.

**Hours:** Full or Part-time depending on candidate (minimum 3 days per week)

**Location:** East Devon EX3. Option to work remotely outside of commitment to be in the office 2 days per week

**Remuneration:** Competitive

### **About the job**

Töastie is all about exploring the great outdoors in ultimate **comfort** and **style**. We're on a mission to get kids off their screens for a while and truly know what it is to call nature their sanctuary; a place they can call upon time and again without cost or judgement to help alleviate the ever increasing pressures of daily life. Töastie was born from a single feeling - one of pure elation whilst standing in the depths of an ancient forest in the Alps...from there it has blossomed into a small team of highly driven, passionate people who genuinely care about our purpose. We are a multi-faceted brand where opportunity is endless, creativity is encouraged, and no mountain is too high. In world where the digital revolution continues to devour our spare time, we stand for nature, imagination, and endless adventure.

We are looking for a Social Media and Content Manager to join our tiny but mighty, talented team and fuel Töastie's growth around the world. We're on a mission to inspire everyone who looks at a screen to put it down for a bit and get outside – want to join us?

### **Is this the role for you?**

- 1 or more years working in a similar role
- Highly creative. You have a vivid imagination and already have loads of ideas to share
- Super organised. You will be managing a lot of content, relationships, and juggling multiple areas
- Expert knowledge of Instagram and TikTok
- Content capture and editing skills (iPhone, CapCut, Canva, Photoshop preferred)
- You love working with people, building relationships and collaborating on creative projects
- Working flexibly is your normal - social media doesn't conform to 9-5 (or mon-fri), and that's OK with you
- You are brand-savvy. You understand the nuances of a great brand and are passionate about bringing them to life through social channels
- Do you love nature, the great outdoors and serotonin?! Not essential but a great bonus!

### **The Role**

The role is split into three main areas:

### **Social Media Account Management**

- You will manage Töastie's Instagram, TikTok, YouTube, Facebook and Pinterest accounts (Instagram and Tik Tok being the priority, we know it's challenging to be all things to all channels)
- Work with Creative Director to create content calendar and schedule posts in collaboration with Product and Marketing objectives
- Post content, making sure to optimise captions, tags, hashtags etc.
- Build, engage and entertain our communities: replying to comments, commenting on posts
- Understanding and bringing the Töastie brand voice to life
- Reply to and manage all DMs, triage and escalate any customer questions
- Record and analyse data, using learnings to improve performance

### **Content Creation and Management**

- You will be responsible for all Töastie's social media content
- Be responsible for filming and editing yourself to deliver content that goes viral consistently
- Find appropriate and trending sounds
- Review and analyse performance and feed learnings back into new content
- Identify and build relationships with amazing new creators who embody the Töastie brand
- Conduct, report and act on trend research
- Keep content tightly organised and accessible for the team
- Work alongside Media agency to support with any paid social requirements.

### **Influencer Outreach and Management**

- You will be responsible for Influencer Program
- Identify and reach out to potential influencers who fit the Töastie Brand
- Work closely with influencers to track content and build relationships

### **Other**

- Simple graphic design work using Photoshop/Canva
- Assisting with photoshoots and occasionally other creative elements of the brand
- Planning, organising and helping run in-person events

If you've read this far and are excited about inspiring our future generations to get stuck into their next Outdoor Adventure, please email us on [hello@toastiekids.com](mailto:hello@toastiekids.com) with the job title in the subject box. Please don't forget to attach a CV, some relevant visuals and where possible, a reference 😊

