

## **Social Media Manager**

### **Purpose:**

This candidate serves as voice of the brand to consumers, influencers, stylists and advocates in social media, acting as a key conduit to driving our social and digital strategy. Lives to unlock new and innovative ways to bring our mission, impact and business to life within all social platforms, planning content, engaging with our communities, and works closely with key brand functions. Expertly guides content, strategy, engagement and amplification strategies as a producer and storyteller of the brand. Immersed in the social influencer community. Sees every brunch as a photo op. Runs head first into new social opportunities.

### **Tasks and Responsibilities:**

- Oversee the social content calendar across Facebook, Instagram, Twitter, Pinterest, YouTube, Snapchat, Periscope and other emerging channels.
- Create clickable, shareable, on-brand social content that ignites our community and encourages virality.
- Produce digital assets for promotional content including video, photography, and artwork
- Develop innovative, compelling and engaging creative across social photography, video, and copy assets.
- Generate original and innovative content strategy for social channels, based on business needs, trends, consumer insights and analytics.
- Drive the creation of high quality content -- in partnership with style director and content designer that supports brand POV.
- Act as the brand story-teller, edit and curate the brand voice across all channels - creatively adapt per medium.
- Partner with marketing team to support key initiatives with social-optimized extensions.
- Act as brand's social media reporter, learning about upcoming, social media-worthy events, product launches, news, promotions, and field activity so that they can be integrated into the social media content calendar.
- Advise and work with global markets/field on social content strategy, seasonal campaigns and, provide guidelines on new and emerging platforms.
- Establish appropriate tracking and KPIs for key organic social platforms.

### **Core Competencies:**

- High bar and taste level to creatively express the brand aesthetic.
- High visual and creative aesthetic filters - can inspire and develop strong creative content that contributes to brand love.
- Consumer-driven approach to lead brand effort in putting consumer, stylist, influencers and advocates at the center of the social media strategy.
- Deep knowledge of social media -- native to the space.

- Deep understanding of social media analytics and ability to translate data and performance in to optimize content.
- Driven to balance smart strategy and beautiful content: constantly leveraging data and analysis to optimize and create the most compelling communications.
- Understanding of how to create a social media-friendly voice and channel the brand sentiment and vision of our leaders to build authentic, relevant, interactive consumer conversations and relationships.
- Strong ability to interpret and translate global brand strategies and equity - as well as fashion trends - into daily social media content.
- Pop culture savvy to identify trends and key influencers that we can target within our social media outreach.

**Qualifications:**

- College degree required
- Demonstrated success in managing social marketing campaigns on Experience with food and/or lifestyle brands strongly preferred
- 3-5 years experience specifically in social strategy & content e.g., building brand advocacy, social media campaigns, online publishing, brand asset development, managing communities and/or influencer outreach
- Excellent written and communication skills
- Photography editing experience preferred
- Ability to thrive in a fast-paced, results-oriented environment with an entrepreneurial mindset.
- Ability to manage multiple deadlines in a fast-paced environment while maintaining a positive and professional work environment

**What You Will Get:**

Competitive Health Coverage and Benefits

Paid Time Off + Annual Holiday PTO

Monthly fun events, and celebrations

State of the art Espresso Machine, Cold brew coffee, Kombucha on tap, stocked ice cream and fully stocked state of the art kitchen