



Based in Boulder, CO, Purely Elizabeth is a high-growth natural foods company focused on creating products using elevated, nutrient-rich ingredients. Their award-winning products include granola, oatmeal, and cereal. Founded in 2009 by Elizabeth Stein, a certified holistic nutrition counselor, the company is dedicated to helping consumers thrive on their wellness journey.

Social Media & Content Creation Manager Job Description

The Social Media & Content Creation Manager is directly responsible for producing content that supports brand initiatives, cultivating and maintaining relationships with influencers for both organic and paid content opportunities, and be hyper-aware of the ever changing and most up-to-date trends and competitive landscape happening across social media, focusing on Instagram and TikTok. This role requires 80% social media strategy and content creation and 20% influencer management.

This role is open to remote candidates. However, if the candidate selected for this opportunity is in the Boulder-Denver area, they will be expected to be hybrid (2 days in office per week.)

ROLES + RESPONSIBILITIES

- Produce + edit original social media content that is highly creative and brings the brand to life through storytelling and connects with and engages consumers.
- Lead content strategy and campaign development across social media channels (Facebook, Instagram, TikTok, Pinterest) that prompts our consumer to regularly engage and share with their community.
- Monitor content to ensure it authentically aligns with brand values and positioning.
- Approve social media calendar, podcast sound bites and UGC content provided by Social + Content Coordinator.
- Manage boosted social media budget and strategy across Meta, Tiktok and Pinterest.
- Establish metrics of success and analyze monthly KPIs across paid and organic social media channels, key competitor activity and influencer campaigns.
- Lead strategy, negotiation, and contracting for UGC + creator programs.
- Responsible for organic Influencer seeding, mailers, and communication. Establish and maintain regular communication with existing influencer partners, while actively identifying and sourcing new influencers for monthly product sends, mailers, content opportunities and potential partnerships.
- Stay abreast of influencer marketing and pop culture trends.
- Brainstorm and assist Director of Social, Partnerships, PR on paid influencer campaigns and other partnership activations.

REQUIREMENTS

- Travel requirement approximately 20% per year.
- Working on MST required.

- 4+ years of experience with a proven track record of growing personal and brand Instagram and TikTok.
- Bachelor's degree in marketing, journalism, communications, or related field preferred.
- Proficient with social video + photo content capture; must be comfortable being on camera and shooting and editing content on their own, as well as working closely with the founder to bring her presence alive across owned channels.
- A thorough understanding of media metrics to track and hit KPI's, and the ability to leverage data insights to determine strategies.
- Experience with social media / Influencer management and project management tools (Asana, Sprout Social, RivalIQ, Tribe, GRIN, AspireIQ, etc.)
- Demonstrated experience working with video editing platforms such as CapCut, In-Shot, etc.
- Trend savvy with a deep understanding of IG and TikTok trends, viral audios, slang, etc.
- Strong sense of creativity and willing to roll up sleeves to get things done.
- Ability to multitask and pivot quickly based on business needs and priorities.
- Communicate effectively and work cross functionally.
- Possesses a growth mindset.

COMPENSATION AND BENEFITS

- Annual salary with opportunity to earn annual bonus.
- Three weeks paid time off.
- One month of holiday time off.
- Health, dental and vision insurance plans with significant employer contribution towards employee premium.
- Voluntary additional coverage such as life and AD&D, critical illness, accident, short- and long-term disability, legal services and more.
- 401k plan with dollar-for-dollar company match up to 3%.
- Half-day Fridays in Summer and Winter.
- Quarterly team build events.
- Twice annual in-person all-team summit.

TO APPLY: Please email resume and cover letter to casey@purelyelizabeth.com.