

Social Media and Content Manager

About DripDrop:

DripDrop was conceived by a doctor on a relief mission to treat life-threatening dehydration. When he saw how quickly patients recovered without the use of an I.V., he thought everyone should have access to this medical breakthrough.

The Product

When you're dehydrated, water and sports drinks aren't enough. Every packet is meticulously formulated for fast absorption of water and a medically relevant level of electrolytes, making recovery as effective as an IV.

Our Mission

The entire team is committed to our mission to defeat life-threatening dehydration. We care about results and believe strongly that our mission will have lasting impact on people's lives. We value people who exude – **initiative** (small team, big results), **passion** (we are on a mission to defeat dehydration) and believe in **keeping score** (test, learn, grow).

The role:

As Content and Social Media Marketing Manager, you will uphold all content marketing initiatives for Company. You will oversee and produce copywriting and content development ensuring that our content is consistent with our brand voice, style, and tone. Your main responsibilities include creating and managing content that will engage consumers and our customers, sharing content throughout various channels including email, digital ads and social media (including stories and organic posts) and measuring the results of your content marketing activities. The successful candidate will have interest and expertise in all-things-content related and is driven by impacting the world in a positive way with an entrepreneurial spirit, and has a flexible attitude.

Responsibilities

This role requires a brand publisher mindset and an eye for good design to

craft thumb-stopping creative including still and short-form video, curate, publish and measure the results of content marketing activities in order to meet business objectives.

You will be responsible for editorial governance, ensuring that our content is consistent with our brand voice, style, and tone.

You will develop and manage the editorial organization (think calendars and workflows).

You understand best practices of the main social media channels, are up-to-date on social trends/tools and which content and approaches work on each and why.

You should be comfortable using your phone to create images on the fly & have branded social photography experience.

Measurement & optimization of content required on an ongoing basis.

Qualifications:

You have a BA/BS or equivalent of working experience in writing, art, design, project management or related field.

3+ years experience is preferred.

Experience in building a CPG e-commerce business where you can show the impact of growth based on social content work.

You have previous experience and examples of your work in creating exceptional content for the web and social channels.

You have an editorial + copywriter mindset that seeks to understand what our audience consumes and how to create it.

You have the ability to analyze and present content and social performance.

You are familiar with Adobe products or similar software for editing still and video.

You are organized, have excellent communication and PM skills, and are a natural self-starter.

You have awareness and an aptitude for what is happening in the world.

CONTACT:

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