



## FREEWATERS

**Title:** Social Media Manager

**About Freewaters:** At Freewaters, we have a reputation for making the best eco-friendly footwear for everyday use. We are proud to bring you high-quality sandals, shoes, and slippers for the whole family made from recycled and sustainable materials. Our footwear funds our passion for providing clean drinking water to global communities in need. We believe access to clean drinking water should be a fundamental right, not a privilege, and every pair of Freewaters helps us to achieve that goal.

We're looking for an energetic Social Media Manager to join our team with a passion for digital marketing. You will have the opportunity to manage compelling and engaging content that resonates with our digital communities. Also, collaborate to create campaigns and social ads with the other creative team members to deliver results.

The ideal Social Media Manager has a great work ethic, is a strong collaborator, and all-around figure-it-out-er.

As a part of our team, this individual will have the opportunity to manage and develop innovative content for social media markets, leverage performance analytics to inform growth, and hone their skills in a supportive start-up environment with room for growth.

The Social Media Manager reports directly to CEO Martin Kim, while closely collaborating with the Creative / Content Manager to deliver consistent brand messaging across all platforms, in addition to working cross-functionally with other team members.

This full-time position is a remote opportunity open to anyone physically located in and legally eligible to work in the U.S. Freewaters Inc. is based in Southern California. Daily and weekly virtual meetings are mandatory, and should the need arise, in-person meetings will be scheduled in advance.

### **What you'll get to do:**

- Editorial calendar management: Ensure that all planned social posts and stories are scheduled and go-live on time with 100% accuracy.
- Social media deployment to Instagram, Facebook and TikTok based upon content assets (copy, photo, video) from Creative / Content Consultant.
- Actively engage with followers, responding to comments and questions in less than 12 hours.
- Growth Management - Our version of "community management" draws on current best practices for organic growth (what's working now) in order to maximize our organic growth rate with our ideal audience (for example engaging and strategic use of hashtags)
- Build strategic partnerships within existing social community and beyond to amplify our owned content
- Weekly/monthly tracking and reporting out on community management insights
- Boosting posts in Facebook Business Manager & tracking associated budgets

- Assist in managing paid advertising campaigns, including building, optimizing, and making daily adjustments as needed to ensure we are hitting and exceeding goals
- Collaborate in developing account strategy, including long-term campaign management, and growth/scaling strategy.
- Analyze performance data and provide intelligent interpretation and appropriate action plans based on data and creative driven conclusions
- Assist to Improve upon paid advertising processes and innovation of new strategies and techniques

**Requirements:**

- Experience working with social media management for brands is preferred
- Keen interest in and passion for all things social media
- Experience working in Facebook Business Manager is preferred
- Knowledge of online marketing and marketing channels
- Ability to identify and track relevant metrics
- Ability to identify social media trends and platform features
- Attention to detail and ability to multitask
- Critical-thinker, problem-solver and can-do attitude
- Ability to self-manage and work as a part of a team
- Excellent written and verbal communication skills
- Experience working within Sprout Social and Later.com is preferred

**Schedule:** 40 hours/week + “always on” expectation for social media management.

This job description should not be interpreted to be a complete list of all the duties, qualifications and responsibilities performed by the jobholder. To maintain organizational flexibility, management has the discretion to add, drop or change at any time the duties, responsibilities and expectations of this job. This job description does not constitute an offer of employment, continuous employment or an employment contract.

**Freewaters is an Equal Opportunity Employer.**

We are committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

We seek creative minds from all backgrounds to join our teams, and we encourage our employees to bring their authentic, original, and best selves to work. Freewaters makes hiring decisions based solely on qualifications, merit, and business needs at the time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.