



## **Sr. Associate, Social Media (Full Time)**

[Cora](#) is a modern women's wellness brand infusing **good** into a category rife with unhealthy products and outdated notions of womanhood. At Cora, we believe women and their bodies are naturally powerful, so we make naturally powerful goods for the body that are good for her body, while doing good in the world.

Our mission is to revolutionize the female experience by acknowledging the natural power of female bodies and providing healthy, thoughtful ways to care for them. We create fearless content and innovative products through an elevated brand to shift the way women perceive and manage their periods, bladder leaks, post-birth recovery, and other natural experiences. And with every Cora purchase, we provide period pads and health education to a girl in need in a developing country so she can step boldly into the promise of her future.

As Cora continues to scale—in terms of products, channels, and revenue—we are seeking a driven **Sr. Associate** as a part of the Marketing team who will play a key role in supporting continued growth of Cora's digital community by developing, monitoring and implementing activities across Cora's various social media channels. The role will report into the VP of Marketing, and work closely with the broader marketing, creative and eCommerce team on programs and campaigns that require social and communications support.

This role demands someone who connects with our mission, cares about women's health, and is driven by a desire to do work with a purpose. We're looking for a highly creative, results-oriented individual who is excited to be a part of a fast-paced, dynamic environment. You'll need to be a quick study and comfortable taking on a high degree of responsibility and autonomy.

### **Key Responsibilities**

Primary responsibilities will include social growth strategy, content management and community management and building. Specifically:

- Partner with Marketing team to develop and implement our social media strategy, creating clear audience growth objectives and action plan
- Develop and actively manage robust communications calendar for Cora and Blood + Milk (our content platform), inclusive of new product launches, field activities, partner and influencer activations, brand campaigns and retail promotions to ensure integrated and timely delivery of information to consumers
- As project manager, lead all things social media, including daily collaboration with creative on content development, approval of all content pieces and daily, "always-on" monitoring (during off-hours when necessary)
- Manage posting schedule and tracking for key social outlets including Facebook, Twitter, Instagram and Pinterest



- Develop and implement an Instagram TV/Stories strategy
- Gather and create meaningful, customer-centric content, partnering with creative team or agency partners as needed. Develop evergreen and topical branded content from concept to implementation; develop process to ensure timely delivery of assets
- Research and identify tools for use in the implementation of socially-focused marketing campaigns, and assist with the development and execution of online campaigns
- Respond to direct consumer questions and ensure Cora maintains positive reputation for exceptional customer service. Serve as a real-time liaison with the CX team for product questions, concerns or more detailed Q/A
- Collaborate with creative and marketing teams to design and implement brand campaigns, and with PR for influencer giveaways and traditional media amplification
- Through social listening, monitor key online conversations to make sure Cora is participating effectively and is being represented – using appropriate keywords, hashtags and alerts for comprehensive monitoring
- Actively refine and evolve Cora’s social media strategy so that consumer communications at all touch points are maximized
- Monitor competitors on social sites and web for competitive insights
- Keep Cora on the cutting edge of social/digital/emerging media and track trends to identify new, innovative ways or partnerships to evolve our strategy, grow our audience
- Stay up-to-date on new social media tools, best practices and how other organizations and companies are using them, to ensure Cora’s early adoption of emerging technologies
- Foster a sense of community around the brand at both the digital properties (including Twitter, Facebook, etc.) and on the web at large by building and identifying strategic relationships
- Track, compile and assist with analyzing of social media insights and relevant web analytics, including qualitative consumer feedback and community demo/geographics; implement monthly and quarterly reports
- Collaborate with marketing and e-commerce team to ensure social media calendar and promotions are effectively communicated across Cora’s owned properties
- Proactively research trending topics and news stories, aggregate and curate content for use in social media conversations
- Lead in-house photoshoots for social content with help from Creative and Marketing teams

### Personal Characteristics

- **A Creative Problem Solver** – You have a creative bent and you love taking on challenges with a fresh perspective and creative mind.
- **An Action Oriented Doer** – Someone who is driven by results. Someone who strongly believes in accountability. A task-oriented self-starter who stays calm under pressure and proactively takes on big ideas and projects.
- **Hands On** – Someone humble enough to tackle low level mundane tasks some days and then drive high-level strategic discussions the next. Someone who is hungry to learn and take on more responsibility as the company grows.



- **A Collaborator** – One who works well with teams and can listen while still sharing a strong point of view.
- **An Optimist** – Someone with a can-do attitude, who can lead in the face of uncertainty, and with a great sense of humor.

### **Qualifications**

- 2+ years of working experience in social media and/or community management role for a consumer brand; DTC brand experience a plus
- Experience with all major social media platforms, in addition to analytics and scheduling tools such as Hootsuite, Iconosquare, Google Analytics, etc
- Proficiency of Adobe Creative Suite a plus
- Strong writing and copy-editing skills, with a track record of writing engaging content
- Competent photography skills; video production and editing experience a plus
- Excellent brief writing abilities
- Expert knowledge of all things digital and social
- BA/BS required; marketing communications curriculum a plus
- Knowledge, skills and abilities required:
  - Independent, a self-starter; eager to learn and grow in a fast-paced environment
  - Effortlessly balance multiple projects concurrently and self-prioritize
  - Solid problem solving and resolution skills
  - Creatively-minded with a strong connection to consumer trends and interests
  - Strong project management skills and attention to detail
  - Excellent oral, organizational and written communication skills
  - Ability to work well with a wide variety of functional disciplines

### **Terms and Benefits**

- Full time in-house in our San Francisco headquarters
- Competitive Salary and Benefits

To be considered for this opportunity you must be documented to work in the United States and reside in the Bay area. You will be working at our San Francisco office during normal working hours. Cora offers competitive salary and benefits, an amazing team and a world-changing mission.

**\*\*Please send your resume to [Ashley.s@cora.life](mailto:Ashley.s@cora.life)\*\***