



SHEDAVI



WE'RE HIRING!

ABOUT THE POSITION

The Social Media Specialist is responsible for developing, posting and overseeing Shedavi's interactions with the public on all social media platforms. To be successful in this role, you should comprehensively grasp all social media platforms and be able to select and manage influencers. You will work with the CEO and other team members to ensure the brand is visible, engaging and performing well on all platforms.

If you own your own business or desire to start your own business, this position is not for you. If you desire to be a part of a small yet exceptional team – read on...

ABOUT THE COMPANY

Shedavi is a thriving direct-to-consumer brand. Launched in 2016, Shedavi catapulted to success by selling its Iconic Hair Growth Duo. The brand portfolio has grown to include; shampoo, conditioners and stylers all delivering clean beauty with vegan botanical-rich formulas.

ABOUT THE OWNER

Elizabeth sought to carve out a new approach to length retention, hair health and growth. Through her studies of botanical and vegan haircare rituals, she discovered custom blends that delivered real results for healthier hair, skin and nails. She wanted to rely on the benefits of pure ingredients, quality formulations and science to curate a brand that women could trust to deliver results without the harsh chemicals commonly found in other formulas. Her passion for growing healthy hair combined with her holistic lifestyle choices and research skills, allowed Elizabeth to create Shedavi on the principle and lifestyle mantra, "Nature powered hair care that works inside and out"

ABOUT YOU

Managing, creating, conversing, engaging and community building are what you do best.

You wake up and complete your morning routine. Then you open your laptop and hop online to begin your to-do-list. Your day-to-day varies which can include creating reels and TikToks, posting in the SheHive community, conducting Q&A's and Live events, signing up new influencers, creating influencer strategies, copywriting, or conceptualizing creative concepts amongst other work. You enjoy working across such a diverse range of tasks.

YOUR JOB RESPONSIBILITIES

- Contribute to our omni-channel strategy by sharing relevant posts and engaging our community
- Being the face for the brand on social media channels and conduct lives, in-person demonstrations, create videos and engage with our online community
- Maintain a cohesive message strategy across all platforms to increase our brand awareness
- Develop and schedule online lives and in-person events
- Manage budget for influencer marketing

- Consistently grow community size and engagement
- Define key performance indicators (KPIs) and analyze data to track success towards company goals. Provide quarterly, monthly, weekly and daily reporting
- Build and manage loyalty, referral, community and programs
- Manage social commerce programs including Facebook shop, Instagram checkout and live shopping.
- Identify industry shifts and trends to incorporate new ideas into our community
- Perform A/B and multivariate testing to optimize performance across channels
- Simultaneously multitask accounts, project schedules and deadlines
- Exercise excellent copywriting, editing, and proofreading skills to ensure communications are creative, clear, and error-free
- Responsible for editorial calendar
- Make improvements to the community experience to ensure a consistent and quality experience based on satisfaction, market intelligence, data, and insights

YOUR MINIMUM REQUIREMENTS

- Bachelor's or graduate degree in Digital Media, Communications, Marketing, Project Management or related field preferred
- 3+ years of working experience
- Soft skills: adaptive, communicative, creative, enthusiastic, multitasker, friendly, outgoing, quick thinker, works well under pressure and with others
- Hard skills: Scheduling, copywriting, content strategy, planning, analytics, research, team and community management
- Familiar with social media platforms (Youtube, Facebook, LinkedIn, Pinterest, Instagram, TikTok, etc.), marketing tools (Klaviyo, Shopify, Amazon, etc.), analytic tools (Power BI, SEMRush, Google Analytics, Google Console, etc.)
- Ability to deliver light creative content (text, image, and video)
- In-depth knowledge of beauty or consumer packaging goods in both retail and DTC ecommerce online sale channels a plus
- Proficient in Microsoft Suite and Google Workplace

WORK LOCATION & AVAILABILITY

- Hybrid: You are able to work from home or remotely as long as you have high speed internet service and a quiet professional environment during meetings
- Atlanta, Ga location preferred
- Will require travel to shoot locations, in-person events and meetings
- Our hours of operation are Mon-Fri 8am-5pm EST
- Extended hours may be required as necessary to complete work

BENEFITS

- Work-life balance
- Flexible schedule
- Healthcare, dental and vision stipend
- Paid Time Off

HOW TO APPLY:

- Application Phrase: I Am Ready to Socialize with Shedavi!
- Think you're the perfect fit? [Click this link to apply!](#)