

Social Media Marketing Manager Role

NaturAll Club - Philadelphia, PA

NaturAll Club is a growing startup and revolutionizing the beauty industry! We strive to provide an experience that exceeds every customer's expectations. We are looking for a top-notch social media guru who is experienced in all platforms of social media (Instagram, Twitter, Facebook, Pinterest etc.). This manager will manage our social media strategy across all channels.



Our team's core value is to do everything with integrity. We're looking for like-minded candidates who can take initiative and grasp opportunities for NaturAll Club, execute tasks efficiently, and communicate effectively with our team.

Responsibilities

- Develop and implement the strategy for all social media platforms
- Work with software like canva and the adobe suite
- Develop social media marketing campaigns to support business initiatives/products
- Develop a plan to increase engagement and followers on all social media platforms
- Draw insights from customer interactions
- Use social media analytics to draw insights from data
- Develop and manage social media team
- Update social media analytics reporting structure

What we're looking for:

- Bachelor's degree required
- 3-5 years of experience with the social media marketing industry and management
- Strong understanding of natural hair, the natural hair community, and social media etiquette
- Confident, creative; strong work ethic
- Well-organized with great time management skills and attention to detail
- Excellent interpersonal and relationship-building skills
- Excellent written, verbal communication, and problem-solving skills.
- Proficient computer skills; digital marketing and graphic design skills
- Analytical, data-driven, and results-oriented
- Exercises good judgment and demonstrates ambition to drive the collaborative creative processes
- The ability to think independently and act cooperatively
- A proactive and approachable leadership style that contributes to a fun and energizing work environment
- Proven integrity and high ethical standards
- Strong knowledge of the beauty industry and luxury branding
- Must possess the ability to work in a fast-paced environment under tight deadlines juggling multiple priorities
- Alignment with NaturAll Club mission and values

To apply, send a resume and cover letter to simbi@naturallclub.com