

HEYDAY

ROLE & RESPONSIBILITY

Social Media Manager

As the Manager of Social Media you will play an integral role in helping to build Heyday and how we engage with our audience digitally. You will be responsible for manifesting Heyday's voice and brand across several touchpoints in clients' daily lives, creating narratives that help to build a sense of community. Reporting to our Director of Marketing, this role is creative meets data. You will be responsible for the ideation, development, execution, and analysis of the marketing strategy pertaining to social media platforms and integrated influencer work. You will collaborate closely with Heyday's Brand, Community, PR, People, and Shop teams.

About Heyday

We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.

Heyday is headquartered in Soho, New York, with 5 retail locations across Manhattan and 2 in Los Angeles. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best.

Key Responsibilities

1. Strategy & Management

- Develop, employ, and manage social media strategy for brand accounts that serve both NY and LA markets, with a focus on Instagram
- Help define how social media fits into marketing efforts and supports the business
- Establish, analyze, and upkeep performance data and iterate to achieve optimal performance on social media
- Concept and manage social media marketing campaigns for Heyday's shop openings, seasonal facials, events, and for timely editorial moments
- Manage a distributed group of content creators

Expert skincare with a human touch

heydayskincare.com @heydayskincare

New York • NoMad • Tribeca • Upper East Side • Upper West Side • Noho • Los Angeles

2. Creative & Editorial Operations

- Capture, write copy, optimize, and post social media content that engages Heyday's bicoastal community
- Ideate, develop, and template new social media content, ensuring alignment with voice, brand, and company mission
- Develop and oversee the social media editorial calendar and management systems

3. Community Engagement

- Monitor social media platforms for UGC, and develop ways our community and field team can engage with us on social in Heyday's shops, at events, and at home
- Engage consistently with our clients across social platforms, respond to their questions, and gather client feedback
- Build ways social media can contribute to talent acquisition efforts

Qualifications

- 4+ years of professional experience in social media, with knowledge in both creating and measuring the performance of content (startup experience is a plus)
- Proven track record of using social media content to drive brand recognition, community, and business
- Management experience
- Love of media and keen sense for news, current events, and trends in the skincare industry
- Ability to work cross-functionally across multiple departments
- Ability to thrive in a fast-paced environment that encourages you to take initiative, problem-solve, and evolve as the brand grows

Location & Logistics

- The role will be based in New York City at the Heyday Support Office
- The role will require time in Heyday's shop, working nontraditional business hours, and some travel

Reporting

- The role will report to the Director of Marketing