

Manager, Global Digital Marketing – Organic Social Media - Job Description

Reporting to the Global Director of Digital Marketing & Strategy, the Manager, Global Digital Marketing, will partner with internal colleagues and serve as a subject matter expert for organic digital marketing to increase brand and category awareness, brand consideration/traffic, and brand engagement across the globe. They will be responsible for reviewing trends across the organic marketing space, maintaining knowledge across all platforms to ensure RevitaLash Cosmetics follows best practices, and building strategies that poise the brand to win at organic converting followers into brand champions!

This role has primary responsibility for providing day-to-day execution and management across our organic social media channels, as well as organic strategies, with the goal of increasing brand engagement and consideration. They must understand the role data insights can play in understanding customer behaviors and optimizing the organic social strategy and be able to utilize them to inform strategies and optimization decisions.

The role is accountable for social media channel decisions, which will be made in collaboration with the Global Director of Digital Marketing & Strategy and President & Global CMO.

Responsibilities

- Bring an understanding of organic social marketing and execution within organic social channels.
- Manage the execution for the organic social marketing campaign process end-to-end, across all social media channels, using applied knowledge of campaign setup, including coordinating content calendar, providing campaign strategy, briefing in campaigns for creative, and scheduling campaigns in platform.
- Manage partnerships with UGC creators and influencers for organic social media support.
- Partnering with key leaders to route content for approvals as necessary.
- Coordinate and collaborate with Brand, ecommerce, and creative teams to gather necessary assets for organic social campaigns.
- Increase awareness, engagement, and brand consideration across organic social channels.
- Understand organic social metrics (reach, impressions, engagement rate, etc.) and partner with the Global Director of Digital Marketing & Strategy to track and analyze performance and provide reporting including recommendations for continuously improving effectiveness and ensuring goals are met.
- Regularly interact with and update management on organic social performance and improvement strategies.
- Partner with the brand team on partnerships, and support, long-term ambassador relationships for organic to drive branch reach further and engage new communities.
- Working closely with our in-house team and external agencies to create rich and engaging content for social media channels.
- Champion Tone of Voice and brand personality through social channels.
- Develop recommendations on how to strengthen brand campaigns and key messages, encouraging UGC and community conversations.
- Build our community to be brand fans through engaging initiatives and giveaways.
- Work closely with the wider digital marketing and brand team to ensure all social media activity is aligned with brand campaigns and objectives.
- Identify and react quickly, grasping opportunities when they arise.

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Qualifications

- Bachelor's degree in marketing, Public Relations, Media, Communications, Business or related field or equivalent professional experience
- 3+ years of relevant experience in organic social marketing with proven results
- Marketing experience within Prestige/Luxury Beauty industry a plus
- Understanding and expertise of the social media landscape for beauty brands, and experience with paid media a plus
- Interest and passion for international marketing including National Media, Retail Marketing, and competitive landscape.
- Innovative problem solver that can easily pivot, test & learn and make changes to ensure success of the overall corporate strategy.
- Results driven individual with strong organizational skills and ability to manage multiple projects to meet major milestone deadlines.
- Excellent communicator with superior verbal, written and interpersonal skills. Strong creative intuition on messaging and designs that resonate with consumers.
- Strong attention to detail with a solid understanding of all organic social marketing performance metrics.
- Agile, resilient, and adaptable to change; experiments and adapts to win.
- Must be an independent self-starter with a sense of urgency and a strong desire to be part of building something new.
- Applied knowledge of organic social marketing landscape, including Facebook/Instagram (Meta), Pinterest, X (formally Twitter), TikTok, YouTube.
- Proven track record of organic wins that moved the needle – and stops the thumb.
- Excellent networking skills to form relationships with influencers and other KOLs.
- The ability to think creatively and strategically.