



Social Media Manager

Location: [Remote]

Job Type: [Full-time]

Reports to: Marketing Manager / Head of Marketing

Job Summary

We are seeking a strategic and creative Social Media Manager to build and manage our brand presence across platforms. The ideal candidate will have experience developing content strategies, engaging communities, and growing social media channels through compelling storytelling and data-driven tactics.

Responsibilities

- Develop and execute social media strategies aligned with business goals.
- Create and schedule content across platforms (Instagram, Twitter/X, LinkedIn, TikTok, Facebook, etc.).
- Collaborate with design, content, and product teams to develop multimedia campaigns.
- Engage with followers, respond to comments/messages, and build community.
- Monitor performance metrics and optimize strategies based on data insights.
- Stay current with trends, platform updates, and emerging tools.



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Requirements

- 3+ years of experience managing social media for brands or agencies.
- Proven success growing social media accounts and driving engagement.
- Strong writing and storytelling skills with a keen eye for tone and voice.
- Experience with scheduling tools (e.g., Buffer, Hootsuite, Later).
- Familiarity with analytics tools (e.g., Meta Insights, Google Analytics).
- Ability to work independently and cross-functionally in a fast-paced environment.