

# Social Media Creative Manager

## Description

SIMPLE is a successful mobile product that has a user base of over 15 million people and has over 50% year-over-year revenue growth. It helps people improve their nutritional habits through personalised programs, meal tracking, and health insights, which allows them to lead healthier and happier lives. We are seeking a Part-Time Social Media Creative Producer to our Social Media team to lead creating impactful and viral content. As a member of our Social Media team. You will be responsible for conceptualisation and creative production of video and image content. Your mission is to brainstorm new possibilities to fit company's objectives into clear, actionable content that drives organic impressions. This role requires a blend of creativity, social media expertise, and production assessment skills to create compelling content that aligns with our brand and engages our audience across multiple platforms. Key Responsibilities: Develop and execute innovative, brand-oriented creative social media concepts for organic platforms (Mainly IG and TikTok, but also YT, FB and others). Create briefs for graphic designers, video editors, production agencies and freelances. Monitor content metrics, analyzing data to continually improve results. Stay updated on emerging social media platforms, tools, and best practices, and provide recommendations for integration into the overall marketing strategy. We expect that you have: At least 2 years of work experience as Social Media Manager or Producer. An exceptional creative portfolio demonstrating a track record of successful campaigns and innovative ideas. Understanding of Social Media metrics (ER, impressions, etc.) and their application in optimizing reach effectiveness. The ability to influence, tell a story, synthesize and convey key messages, and present them in a visual and compelling way. Excellent communication skills and the ability to work collaboratively. Good English skills (B2+). Curiosity and creativity. Perks and benefits: A mobile product with strong growth. Simple is one of the top performers in American and Australian app stores, and we're now expanding across Europe. Full-time remote employment. Contract work for any non-sanctioned country. Open and democratic team communication. International project. Languages: Russian, English. Please mention the word \*\*STRAIGHTFORWARD\*\* and tag RMzQuODluNzAuMTAy when applying to show you read the job post completely (#RMzQuODluNzAuMTAy). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via [RemoteOK.com](https://www.remoteok.com)

## Hiring organization

Simple

## Job Location

Yerevan, Yerevan, Armenia

## Base Salary

\$ 55000 - \$ 105000

## Date posted

April 23, 2024

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