

Social Media Specialist

Description

Social Media Manager We're looking for a driven, passionate, and highly organized social media strategist who will work closely with the growth and marketing teams. This is a part-time role that is remote. The right candidate for this role will have an editorial eye, a passion for content creation, and a pulse on social media trends. Responsibilities Manage the scheduling and planning of Mavanâs social media channels while working closely with the growth team to ensure posts hit key metrics and are in line with overall content strategy. Create weekly, social-first content for social media, including Instagram and TikTok under the direction of the growth team. Write engaging and compelling copy in brand voice and tone. Ensure all messaging and creative is consistent across channels and in line with the Mavan brand identity. Provide community management across all social platforms. Identify key social media trends with a brand lens. Assist in producing Mavan content shoots. Assist in tracking the performance of social media and Mavan campaigns. Grow and engage Mavanâs community in the digital space. Work closely with the marketing team, including influencers and partnerships, to execute various marketing campaigns and initiatives. Qualifications 2+ years of experience in editorial, social media or marketing Experience with copywriting, content creation and social media preferred Highly organized and good problem-solving skills Ability to balance and manage multiple projects at once Personal interest in the wellness category and well-versed in the space Ability to work in a fast-paced, entrepreneurial environment, while maintaining a positive âcan-doâ attitude Collaborative team player with an open mind and willingness to learn A genuine passion for the Mavan brand, our mission, customers, and products Excellent communication skills, both written and verbal Interest in analyzing data and learning various marketing platforms About MAVAN MAVAN is a growth studio that operates across the entire funnel. We unlock growth through consumer/competitive research, creative strategy/production, paid acquisition/data and analytics, landing page/product optimization, lifecycle marketing, and technology. MAVANâs exclusive on-demand talent network of 250+ specialized experts, allows us to pull in specialists as needed to scale with the unique needs of any company. Our specialists are from some of the most successful tech and consumer companies, including Google, Apple, Uber, Square, Activision, Nike, Red Bull, Dropbox, and more. Weâve unlocked multibillion-dollar businesses, scaled massive global teams, and collectively managed over \$2.7 billion dollars in paid media over the last 5 years. Our process is informed by structured testing, competitive research, and detailed analysis informed by experts across the entire funnel. We are profitable, have shown exponential growth over the last 2 years, and have a wide variety of benefits including: Full Health, Medical, Dental, Vision 401k matching (up to 5%) Unlimited Vacation âNo meeting Fridaysâ (Experimenting with moving to a 4-day work week in 2023) All of the fun events, swag, joys of working at a fast growing start-up Our Website Explainer Video DISCLAIMER: MAVAN will only contact you via LinkedIn or email using the mavan.com domain for job openings and job offers. Any communication from other domains, applications, or platforms is NOT from the MAVAN team and is not representative of any communication with the MAVAN team. If you receive any communication from parties pretending to be MAVAN using domains other than mavan.com, MAVAN is not responsible for the communications contained within. If you suspect someone is impersonating the MAVAN team, please forward those communications to legal@mavan.com. Please mention the word **DEFT** and tag RMzQuODYuMTYzLjE1Mg== when applying to show you read the job post completely (#RMzQuODYuMTYzLjE1Mg==). 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.

Hiring organization

Mavan Group Inc

Job Location

Los Angeles, California, United States

Base Salary

\$ 75000 - \$ 110000

Date posted

May 8, 2024

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Contacts

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