

Social Media and Community Associate

Description

Who You Are: You're a people person: you love connecting with others and building relationships. You're innovative and bold, able to consider all perspectives and outcomes but not afraid to push the boundaries a bit. You're meticulous and organized, no stranger to a good spreadsheet or calendar (but also able to be nimble and quick when called for). And of course you're an avid social media user who brings fresh and unique ideas while staying on top of memes and trends (with the discretion to know when to jump on one or not). The Task At Hand: The Social Media and Community Associate reports to the Social Media and Content Manager and will be responsible for the day-to-day management of Once Upon a Farm's social media channels. The role will also engage with and grow our community of parents and caregivers. In This Role, You Will:

- Be the voice of O'Farm on social media, responding to comments and DMs across Once Upon a Farm's social platforms and proactively engaging with other users. Monitor consumer sentiment, escalating any issues as needed.
- Help manage our private Facebook group, including moderation, engagement, post ideation, and strategic growth planning.
- Write copy for designed graphics and captions for social posts.
- Participate in brainstorming and planning sessions to align on quarterly priorities.
- Collaborate with other team members including our Social Media & Content Manager, Graphic Designer, and sustainability team on social posts.
- Help develop strategies and create content for untapped/underutilized social platforms, including Threads and Pinterest.
- Create and curate video and photo content as needed for TikTok, Reels, YouTube Shorts, and other social platforms.
- Schedule posts across social media platforms.
- Use data and observations to compile reports and to optimize future posts and initiatives.
- Present reports to the marketing team and wider audiences as needed.
- Keep up to date on social media updates, trends, and industry highlights.

You'll Bring With You:

- 1 to 3 years of experience working in social media marketing.
- Prior in-house brand experience required, ideally in the CPG industry.
- Bachelor's degree in Communications, Marketing, English, Creative Writing, or a related field preferred (or equivalent work experience).
- This role will require some night and weekend work as needed, including Facebook group moderation and community management. And while social never sleeps, YOU should, so we'll ensure you still have a good work-life balance.
- Strong writing and communication skills and pop culture.
- Passion for social media and pop culture.
- Experience using social scheduling/analytics software.
- Able to film and edit lo-fi video content (using TikTok, CapCut, Reels, etc.).
- Comfortable being on camera.
- Empathy for parents and caregivers even if you're not a parent or caregiver, you're able to put yourself in the shoes of one.
- Creativity, boldness, and a willingness to experiment and learn.
- Organizational and planning skills, allowing room for flexibility when needed.
- Solid knowledge of Microsoft Suite, Outlook, Slack, and other professional platforms.
- Up to 10% travel required: Although this role is a remote work-from-home position, we do meet as a company and/or as a department a few times a year. Anticipate possible travel up to a few times each quarter.
- Genuinely passionate about improving childhood nutrition for a healthier and happier planet.
- Desire to contribute to a dynamic high-growth, purpose-driven work environment.
- Must reside in the United States to be considered for

Hiring organization

Once Upon A Farm

Job Location

Remote

this position. Please note that visa sponsorship is not available for this position.

Compensation: Full-Time, Salaried, Exempt. The anticipated salary range for this position is \$60,000.00 to \$77,000.00. The actual salary offer will carefully consider a few factors, including your skills, qualifications, experience, and location. Certain positions are eligible for additional forms of compensation such as bonuses, stipends, equity, and role-specific perks.

Additional: Remote-first work environment. Annual Bonus. 401(k) program + 4% company match after three months. New Hire Remote Life Stipend + annual Nourish and Nurture Allowance. Monthly Cell and Internet Stipend. Quarterly Farm-to-Fridge home deliveries and Employee Discounts. New Parents: Up to 18 weeks of paid Parental Leave, Baby Steps Back To Work, 3 months supply of Once Upon A Farm products, and breast milk shipping service and support for those who travel after birth for the duration of your breastfeeding journey. Unlimited Paid Time Off. Paid Volunteer Time. Paid Time Off to fulfill civic responsibilities including jury duty and voting in local, state, and national elections.

Medical Insurance for the employee covered at 100% on select plans with additional plan options at a reduced cost to the employee. Vision and Dental Insurance covered at 100% for the employee and dependents. Life insurance. Flexible spending account (Medical & Dependent Care) and Health savings accounts for applicable plans. Employee assistance program (EAP). All other benefits, leaves, and insurance as required by law, based on your specific residence.

And so much more!

Who We Are Our Purpose: Drive systemic improvement in childhood nutrition for a healthier, happier, and more equitable world. Our Business: At Once Upon a Farm, a better story starts here. We're on a greater mission in providing organic, crave-worthy, snacks and meals for children of all ages. Our recipes are crafted with only the best organic ingredients - whole fruits and veggies, cold-pressed (our pouches), or freshly frozen (our meals) to perfection to support your growing kids at every stage. Each of our organic, non-GMO, non-dairy recipes contains no added sugar and are free from artificial flavors, colors, and preservatives - just simple, real, nutritious snacks your entire family will love. We support and champion farmers who supply the highest-quality organic ingredients for our foods. We help parents keep their promise to provide the best nourishment for their children's bodies and souls. We treat our consumers, customers, suppliers, investors, and all our valued employees with the same high level of dignity and respect that we expect from others. We will always fight for and support efforts to drive positive social change and food justice for the benefit of parents, kids, and families. Lastly, we foster an entrepreneurial and collaborative culture that values humility, honesty, passion, positive social impact, and fun.

Our Team: We're all fully remote, which makes us a highly collaborative, dynamic, and supportive bunch. We share a singular mission to make the world a better place through the highest quality, most delicious, nourishing, and nutritious products made accessible to every home, from our farms to your fridge. And while we're invested in our product, we're equally invested in one another's success. Once Upon A Farm is a purpose-driven brand made up of an inclusive group of individuals with diverse backgrounds, passions, and beliefs. We hire self-motivated, independent thinkers, and those who are genuinely passionate about improving childhood nutrition for a healthier and happier planet. Bring your whole self to your work at Once Upon A Farm, a proud equal-opportunity employer. In your application, please feel free to note which pronouns you use. In an effort to help us remove unconscious bias from our resume review process, we ask that you please remove all identifying information from your resume (like profile photos) before you upload it. Once Upon A Farm is committed to cultivating an inclusive environment where a diverse group of people can and want to do their best work, and that starts with our hiring practices. Once Upon a Farm,

PBC, provides equal employment opportunities to all employees and applicants in all company facilities without regard to race, color, religious creed, sex, national origin, ancestry, cast, citizenship status, pregnancy, childbirth, physical disability, mental and/or intellectual disability, age, military status or status as a Vietnam-era or special disabled veteran, marital status, registered domestic partner or civil union status, gender (including sex stereotyping and gender identity or expression), medical condition (including, but not limited to, cancer-related or HIV/AIDS-related), genetic information, or sexual orientation in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. You must reside in the United States to be considered for this position. Please mention the word ****BARGAIN**** and tag RMzQuODYuMTYyLjEzMw== when applying to show you read the job post completely (#RMzQuODYuMTYyLjEzMw==). 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