

Director Social Media

Description

Who We're Looking For – Reporting to the VP, of Marketing, we are in search of a Director, Social Media to lead our Social Media team of Managers and Specialists. This person will play an integral role in building the social media roadmap, keeping timely trends and creative opportunities top of mind. The right person is comfortable being filmed and representing MANSCAPED® on our social channels. Keys to Success - As a member of the Marketing team, success will be measured based on three key actions. 1) Doing your job; setting and meeting appropriate goals that ladder up to the long-term Company vision and the short-term Company targets. You are expected to align on these goals with your manager, and then deliver on them. 2) Doing Your Job, the Right Way; At MANSCAPED® we strive to be ideal team players. That means striving to live up to the Humble, Hard Working & Smart framework. 3) Engaging (in both directions) with Radical Candor in a way that seeks to improve the performance of yourself and the team around you. Responsibilities: Lead and manage the social media team including Social Media Associates, Managers and Specialists Develop and implement a comprehensive social media strategy aligned with the company's overall objectives. This includes setting clear goals, defining target audiences, and identifying key metrics for success. Participate and play a key role in the conception, creation, and execution of industry-leading social media content campaigns through social media. Create, publish, measure, and optimize social media content across multiple channels including Instagram, Twitter, Facebook, TikTok, Pinterest, LinkedIn, and YouTube. Plan and execute social media campaigns to support product launches, promotions, events, and other marketing initiatives. This includes developing campaign concepts, creating content calendars, and coordinating with cross-functional teams. Foster meaningful interactions with our online community by responding to comments, messages, and mentions promptly and professionally. Collaborate with internal content production team to develop photography and video assets. Identify and cultivate relationships with influencers and brand advocates to amplify our reach and enhance brand credibility. Collaborate with influencers on sponsored content, partnerships, and ambassador programs. Build, grow and engage our loyal community of brand champions in our Facebook Ballers community. Serve as a key contributor to developing and executing new brand partnerships. Keep a pulse on internet culture and trends to produce engaging content across all social channels. Monitor social media metrics and track performance against established goals. Generate regular reports to analyze key trends, identify areas for improvement, and make data-driven recommendations to optimize social media efforts. Proactively engage with viral social media content to generate brand reach while using the MANSCAPED® brand voice. Collaborate with Marketing, Creative and Retail teams as needed for cohesive social media campaigns and launches. Oversee and manage the recruitment and hiring process for the Social Media team, including resource planning, candidate screening, interviewing, and onboarding. Partner with Talent Acquisition to highlight MANSCAPED® Employer Brand, showcasing the company's culture and values and influence increase engagement on LinkedIn. Other duties as needed. Qualifications: 8+ years of relevant social media experience working on brands of large scale to drive business growth. Strong track record of frequent, timely social media posts that have maximized views and engagement. Proven experience in social media management, preferably in a leadership role. Deep knowledge of social platforms including Instagram, Twitter, TikTok, Facebook, and YouTube. Experience working with or for grooming/beauty, DTC, and/or CPG companies. Strong leadership skills with the ability to collaborate effectively across teams. Possess a strong creative

Hiring organization

MANSCAPED

Job Location

San Diego, California, United States

Base Salary

\$ 50000 - \$ 80000

Date posted

June 7, 2024

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sensibility and ability to develop fun and engaging content^{â?} Knowledgeable using social media management, reporting and analysis platforms Please mention the word ****AMAZINGLY**** and tag RMjA5LjlyMi4yMS42Mg== when applying to show you read the job post completely (#RMjA5LjlyMi4yMS42Mg==). 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