



SOCIAL MEDIA MANAGER JOB DESCRIPTION

(Part-Time)

Role Description:

This role is currently being offered as a **SOCIAL MEDIA MANAGER** 🎨, with the capacity to grow in the future. — This role reports to Ashley Steele, Founder & CEO, and collaborates with our other team members: Maggie Binner, Operations, Sheila Martin, Social Media Manager, and our contracted Photographer(s)/Videographer(s). As we grow, we will re-evaluate your role and responsibilities, compensation, and other growth opportunities. Currently, we are offering this role as a **contracted (OR W2 in New Mexico) position**, providing the following services:

CLIENT INTERFACE AND SOCIAL MEDIA MANAGEMENT | Estimated 75% of your work (average 60 hours/month)

You will be responsible for up to **three social media accounts**. Once you are at capacity of three social media accounts, we will begin to look for additional help or discuss adding more hours to your plate. For the social media accounts assigned to you, we will need your help communicating with them and our team while utilizing in-house tools and systems.

Communications should be responded to within 24 hours or sooner. Your responsibilities will include:

- Copywriting for 15-20 posts per month, **per account**
- Sourcing/Creating 15-20 images or video clips per month, **per account**
- Graphic and Reel creation in **CANVA**
- Daily and weekly monitoring of all assigned client social media accounts, responding to comments, DMs, and tags.
- Occasional on-site social media captures (*event attendance, social media interviews, local coverage, etc.*)
- **Airtable** responses
- Scheduling of social content in **Agorapulse**
- Pulling basic **Agorapulse Reports**
- Setting goals for each of your assigned social media accounts, monitoring and reporting against these goals
- Adding all client assets to the shared **Google Drive**
- Contribution and leading of Client social brainstorms w/ documentation
- Daily email communications with clients
- Calendar and asset coordination **with Maggie's Help**



INTERNAL MEETINGS AND TEAM INTERFACE | Estimated 25% of your work (average 20 hours/month)

We expect you to be reachable via email and our internal **Slack** channel each week. We also expect you to join us **bi-weekly** for a recap meeting and overview/sharing opportunity.

Communications should be responded to within 24 hours or sooner. Your responsibilities will include:

- Internal meetings
- Daily Slack communications
- Project Management — keeping track of your assignments, due dates, and milestones via Google Calendar and Slack updates and tools.
- Contributing to Obtain's internal social media
 - Quarterly brainstorming sessions
 - Content creation of **5 posts per month**