

Social Media Manager

Phone :
Web :



Job Summary

Vacancy :
Deadline : Oct 13, 2024
Published : Sep 13, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Later is founded on two success stories that began in 2014: Mavrck, the industry-leading influencer marketing solution (now Later Influence™), and Later, the best social media management platform (now Later Social™) and first-to-market link in bio tool. We're trusted by the top social platforms, with partnerships and integrations with Meta, TikTok, X/Twitter, LinkedIn, YouTube, and Pinterest.

In 2024, Mavrck and Later officially joined together as one unified business, with a shared vision: to enable the world to make a living with their creativity. We're now on a mission to build the world's first Social Revenue Platform.

Later will be the first inclusive platform where social media managers, influencer managers, and creators can come together to collaborate on content. We enable marketers to create high-performing content and engage in authentic collaborations with creators to reach new audiences, drive engagement, and generate predictable ROI.

As a trusted partner and go-to source for social media advice, we help create an engaged community for reliable performance and repeatable growth.

Location: Remote

Type: Contract, Ongoing

Duration: Between 15-20 / hours per week; No more than 40 hours / week

of Openings: 3-5

Position Overview:

We are looking for a talented and creative Community Manager / Social Media Manager to join our team on a contract basis. This role focuses on content creation and community engagement, ensuring that our clients' brands maintain a strong and dynamic presence on social media.

Please note, as a contractor you would be required to bring your own equipment needed to perform the duties of this role.

Key Responsibilities:

- Develop & implement engaging social media content strategies that align with client objectives and brand voice.
- Create visually appealing & compelling content, including graphics, videos, and written posts, for various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and others.
- Manage & nurture online communities, responding to comments and messages, and fostering positive interactions with followers.
- Collaborate with clients and internal teams to brainstorm and produce innovative content ideas that resonate with target audiences.
- Monitor social media trends and incorporate them into content creation to keep clients' brands relevant and engaging.
- Plan and execute social media campaigns, contests, and events to increase brand visibility and engagement.
- Analyze content performance and community engagement metrics to refine strategies and improve outcomes.
- Maintain a consistent posting schedule and ensure all content is delivered on time and meets quality standards.

Qualifications:

- 2-3 years proven experience as a Community Manager, Social Media Manager, or similar role with a strong focus on content creation and community engagement.
- Exceptional creative skills with proficiency in creating content on all social media platforms & light-weight editing tools (Meta, TikTok, LinkedIn, Pinterest, YouTube, Canva, in-app video editing, etc.)
- Graphic design and video editing tools experience preferred (e.g., Adobe Creative Suite).
- Strong understanding of social media platforms and trends, with the ability to tailor content for each platform.
- Experience leveraging AI to streamline processes & development of materials in a streamlined & consistent way
- Excellent written and verbal communication skills with a knack for storytelling.
- Ability to think creatively and generate innovative content ideas.
- Experience with social media management tools (e.g., Later, Hootsuite, Buffer, Sprout Social) is a plus.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Bachelor's degree in Marketing, Communications, or a related field is preferred.

Some perks of being on our team:

- **Flexible PTO:** We want you to take the time off when you want or need to recharge!
- **Learning & Development:** We provide growth opportunities through training, coaching, mentorship programs, and workshops.
- **Parental benefits:** We offer parental leave top-ups, family forming support, and a life-transitions program to ensure you and your family are well supported when returning to work.
- **Healthcare:** Our comprehensive benefits package includes health, dental, vision, STD & LTD, 401k contribution plans (US-based employees), and an Employee and Family Assistance Program to support the well-being of you and your family.
- **Employee Resource Groups:** Belonging is an important part of doing your best work. These ERGs provide support and community for employees.

*Co-op team members are not eligible for company benefits.

Where we work

We hire into our hub cities of Boston, MA; Vancouver, BC; Toronto, ON. We also have team members based remotely for select positions. We post our positions in the hub location(s) where we are open to having the successful candidate be located.

Diversity, inclusion, and accessibility

We value diversity of thought; we are committed to creating a diverse environment and are proud to be an equal opportunity employer. All applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, national origin, disability, or age. Please let us know if you require any accommodations or support during the recruitment process.

#LI-Hybrid

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Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
