



Social Media Manager Job Description

The SoulFull Cafe Social Media Manager who will oversee interactions with the public by implementing trends in customer interactions and planning digital campaigns to build community online. energetic employees to help provide a phenomenal, delicious and positive experience at our wellness cafe. Employees will receive ongoing education and instruction for personal mental wellness. We believe that happy employees will result in happy customers.

Responsibilities include:

- Ensure brand consistency in copy through tone, voice and terminology
- Facilitate scaling brand and company awareness through various social media channels
- Supervise all aspects of social media interaction between customers and the company, ensuring a positive customer experience
- Monitor progress on all platforms by using analytical tools such as Google Analytics and others
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- Leverage monitoring tools for insights while align the SoulFull Cafe values and goals
- Staying current on social media trends
- Develop and implement marketing strategies to deliver messages in creative ways
- Other duties as assigned

Requirements:

- 3-5 years of social media management experience
- Bachelor's degree in business, marketing, journalism, public relations or related field
- Professional certification in Google Analytics strongly preferred
- Proficient using multi-social posting programs such as Hootsuite and HubSpot
- Strong computer skills using Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization and internet ranking for web content
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Attendance at trainings and wellness activities
- Personal commitment to mental wellness

Compensation:

10-15 hours/week; \$15-\$19/hour DOE