

Social Media Manager

Position

[The AAKOMA Project, Inc.](#) has been growing steadily and is now seeking to accelerate further. Our team is seeking a mission-focused, seasoned, creative, strategic, and process-minded team member with experience in managing all aspects of social media and digital campaigns spanning multiple platforms and brands.

Purpose

This position will serve as a cornerstone of our marketing and communications division. Thus, the ideal candidate will need to work independently reporting to Operations Manager (OM) and Founder establishing and managing social media, brand websites and online activities aligned with a strategic focus on brand-consistent marketing and communications. The candidate will essentially manage 2 brands with numerous intersecting areas but with distinct branding supporters and consumers.

Responsibilities

The Social Media Manager (SMM) will be responsible for the following.

- Provide lead social strategy and content creation that supports the evolution of the AAKOMA and Dr. Alfiee brands.
- Execute social media best practices in marketing campaigns and day to day activities including:
 - Conceptualize and lead implementation of engaging and persuasive content and programs across various social platforms communicating effectively with our audiences.
 - Create, curate, and manage organic content (images, video, written, and audio/podcast).
 - Monitor, listen, and respond to users in a “Social” way while cultivating leads for future partners and developers.
 - Conduct online advocacy and open a stream for cross-promotion.
 - Manage relationships with content creators and influencers and engage in social conversation.
 - Create and update online review funnel for building online reputation; monitor online reviews and respond to each review timely and with care.
 - Analyze key metrics and adjust strategy as needed.
 - Compile reports for management showing results (ROI).
- Become a company advocate in social media spaces, engaging in dialogue and answering questions where appropriate.
- Map out a comprehensive marketing plan/brand strategy for each brand; drive strategies that are proven by testing and metrics.
 - Identify target market and develop strategies to reach that market. Provide monthly updates on progress.
 - Set clear goals for each aspect of our social marketing and digital presence.
- Develop an engagement strategy for each brand and provide monthly updates on its progress.
- Implement a content editorial calendar in Monday.com to manage content and plan specific, timely marketing campaigns.

- Integrate across marketing channels (social media, SEO, content marketing, email, print, and digital).
- Develop organizational elements to create and implement a proactive process for capturing positive client online reviews.
- Identify threats and opportunities in user-generated content and inquiries of the brands, report notable threats to OM and Founder.
- Analyze campaigns and translate anecdotal and qualitative data into recommendations and plans for revising social media, content marketing, SEO, and social advertising campaigns.
- Perform weekly updates to the websites (including online stores) for both brands to highlight recent activities and make other changes to website content or appearance, as necessary.
- Collaborate with the internal team on branding initiatives, executing strategic social strategies and campaigns for program launches and brand partnerships.
- Understand and implement Founder's brand vision across all social channels.

To better gauge the scope of work required weekly and monthly, the following is an abbreviated (non-exhaustive) list of the activities currently ongoing or in preparation for Dr. Alfiee (including her podcast *Couched in Color*) and the AAKOMA Project.

- Creation and management of organic content for the Dr. Alfiee (including podcast) and AAKOMA Project Facebook, Instagram, LinkedIn and Twitter pages, including community engagement.
 - Daily Instagram/Facebook story and static post (graphics and caption copy). These posts generally follow a topical rotation (e.g., mental health supports, research, donation asks, etc.).
- Generation and publication of additional posts (Instagram, Facebook, Twitter, and LinkedIn) promoting Founder's media/social media appearances. On average, there are 2-3 events/appearances each week.
- Creation and dissemination of biweekly Dr. Alfiee newsletter and separate 1 page press engagement letter.
- Production of weekly and monthly analytics report and action plan for social media growth.
- Weekly website updates reflecting new activities/appearances/articles of note, as well as other periodic changes as requested.
- Organic post creation and management for all social media platforms in connection with Dr. Alfiee's weekly podcast, *Couched in Color*.
- Manage Dr. Alfiee's YouTube pages uploading weekly videos and collateral.
- Produce weekly and monthly analytics report and produce action plan for growing social media footprint.

Key Qualifications

The SMM possesses the following qualifications and experience.

- Demonstrated creativity and documented social media expertise (provide work samples).
- Experience working with Creator networks, influencer strategies, and corresponding measurement platforms.
- Must have a passion for mental health social justice and marginalized communities.
- Knowledge and expertise in the tenets of traditional marketing. Marketing degree welcomed though not required with relevant work experience.
- Experience sourcing and managing content development and publishing.

- A deep understanding of creating video/static graphics for digital platforms and story-telling for social platforms (e.g. Youtube, Instagram (Stories), Facebook, LinkedIn).
- An intuitive and creative problem solver with impeccable organizational skills.
- Demonstrates in-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, etc.), and unique benefits of employing each.
- Learns and becomes proficient with internal software systems (Microsoft Office, Google Suite, Outlook, Monday.com, Dropbox, GoToMeeting, etc.).
- At least 5 years of solid work experience in social media management with specific interest in social media campaigns calibrated to our brand reach.

Compensation

This is an outstanding opportunity for a highly motivated professional to assume a pivotal role in the evolution of a fast-growing, highly respected organization. We are seeking an individual of outstanding quality with a respected track record. AAKOMA is prepared to offer an attractive compensation package, including a competitive base salary, as well as health and vacation benefits (after probationary period).

Preferred Schedule:

This is a full-time position with expectations for coverage during core business hours and flexibility required as necessary to accommodate business needs (some nights and weekends).