

House of Current Social Media Manager

Top 9 reasons you may be our next Social Media Manager and newest housemate:

1. You are the perfect mix of creative and analytics. Both make you happy
2. Watching a client's business grow in real-time brings you joy
3. You are organized...like "The Home Edit"-level organized. Rainbow-book-shelves-level organized
4. You've never met a content calendar you didn't like (or you fixed it until you did)
5. A women-run agency obsessed with fashion, strategy, dogs, and design sounds like HOME to you
6. Bringing new ideas and solutions to the table is as second nature to you as un-muting yourself BEFORE you speak
7. You're a pop culture vulture and are constantly up-to-date on all the social trends
8. You consider yourself a jack/jaq of all trades and are as comfortable writing audience-grabbing captions as you are editing on-trend TikToks and designing on-brand IG stories
9. You're a fan of the oxford comma

If you think a caption can be a work of art—what are you waiting for? We want to chat with you, whether on Zoom or IRL!

Job Description

- Stay on top of industry trends, new content opportunities, and best practices
- Oversee the day-to-day posting, monitoring, engagement, and general maintenance of all social media platforms and communities
- Create actionable and measurable plans to grow, maintain, engage followers, and achieve other client goals on popular social media platforms such as Instagram, Facebook, and TikTok
- Develop & create engaging content for all of our clients' social media channels with your design, copy, photography/videography, and video editing skills—and analyze performance to inform future content
- Brainstorm new post formats, themes, and topics to continually keep client content fresh, engaging, and on trend
- Generate monthly reports on social media content and channel performance, analyzing results to drive insights and recommendations for improved performance, engagement, and growth
- Clearly and effectively articulate and communicate thoughts and ideas in a timely manner to both cross-functional agency teams and clients to ensure social plans are integrated holistically into client campaigns.
- Assist in the creation and development of monthly social media reports.

Desired Skills & Experience

- A minimum of 2-3 years of proven experience developing fresh and engaging social media content, social media strategies, and driving channel growth
- Experience and success in social strategy and community management for Instagram & Facebook (TikTok would be great too)
- Creative thinker who continuously searches for innovative ideas to engage social audiences
- Expert on the 'now' with a curiosity of 'what's next' —has a pulse on new, emerging tools and platforms
- Strong understanding of the social and digital content landscape and an understanding of how to apply each channel towards business and brand goals
- Strong analytical skills and ability to drive strategies which deliver results
- Strong creative skills in content creation, including photography, video, graphic design, and copywriting
- Experience with Canva, Lightroom, Photoshop, Boomerang, and other content creation apps/tools to create custom images and edit video
- Experience in representing companies and brands with distinct visual identities and brand voices
- Detail oriented; experience in managing multiple channels and prioritizing multiple large-scale projects
- Self-starter and can work independently to proactively solve challenges
- Outstanding written and verbal communication in English, project management, and time management skills
- Relishes working in a fast-paced, collaborative environment
- Experience with paid social campaigns is ideal
- Overall an awesome person to work with

*manager title and role are dependent upon experience

**this is a hybrid WFH & WFO position located in Atlanta, GA. Applicants must be able to come into our Krog Street office when needed.

Think you're a good fit? Send us your resume and portfolio if you have one!