

Job Title: Part-Time Social Media Manager

Location: Remote, On-Site As Needed, Monthly In Person Meetings

Hours: 30 hours per week

About Us:

Direct My Day is a dynamic event planning company founded in 2017 by Lauren Chambers. We're on a mission to deliver seamless event experiences. Our team of 8 talented planners, each with a unique style, collaborates under the Direct My Day brand. In 2019, we expanded to include Direct My Bar, offering customizable bar experiences, and in 2023, with partner Calista Rhode, Lauren acquired Drape My Day, a sustainable event draping company. Join us and be part of creating unforgettable events that exceed expectations.

Job Description:

We are seeking a dynamic and creative Part-Time Social Media Manager to join our team and manage the social media presence of three distinct brands. The successful candidate will be responsible for developing and executing social media strategies, creating engaging content, and fostering meaningful interactions with our audience across various platforms. Additionally, they will be required to work 1-2 onsite events per month.

Responsibilities:

- Develop and implement comprehensive social media strategies for three brands, tailored to each brand's unique voice, audience, and goals.
- Create and curate engaging content, including text posts, images, videos, and other multimedia assets, to share on each brand's social media channels.
- Manage day-to-day posting and scheduling of content across multiple platforms, including but not limited to Instagram, Facebook, and TikTok
- Monitor social media channels for comments, messages, and mentions, and respond promptly and professionally to inquiries and interactions.
- Stay up-to-date with the latest social media trends, tools, and best practices, and incorporate them into our strategies to maximize reach and engagement.
- Track and analyze key social media metrics and KPIs, and prepare regular reports to evaluate the effectiveness of our efforts and identify areas for improvement.

- Collaborate with our team of planners for content opportunities
- Curate and manage photo galleries for each brand, ensuring that all visual content aligns with the brand's aesthetic and guidelines.
- Work 1-2 onsite events per month, capturing and sharing content in real-time to enhance brand visibility and engagement.

Requirements:

- Proven experience managing social media accounts for businesses or brands, preferably across multiple platforms.
- Strong understanding of social media platforms, algorithms, and best practices, including Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Excellent written and verbal communication skills, with the ability to create compelling and engaging content that resonates with diverse audiences.
- Creative thinker with a passion for storytelling and visual communication.
- Highly organized and detail-oriented, with the ability to manage multiple projects and deadlines simultaneously.
- Ability to work independently and as part of a team, with a proactive and collaborative attitude.
- Bachelor's degree in Marketing, Communications, or a related field is preferred, but not required.

Benefits:

- Flexible work schedule
- Opportunity to work with multiple brands in diverse industries
- Competitive compensation
- Professional development opportunities