

**Job Title:** Social Media Manager

**Reports To:** Chief Marketing Officer

**Department:** MARKETING

**Location:** Westport, CT (in office 3 days per week until further notice)

**Payroll:** Newman's Own, Inc.

**Classification:** Exempt

### **Background**

Newman's Own fights for kids who face adversity. We do this through our two separately run organizations. The first is Newman's Own Foundation (NOF), the not-for-profit organization that uses the power of giving to nourish and transform the lives of children who face adversity. The second is Newman's Own, Inc. (NOI), the for-profit commercial organization that makes really good food and gives 100% of its after-tax profits to Newman's Own Foundation.

### **Position Overview**

The Social Media Manager helps drive brand awareness and engagement with Newman's Own by planning and developing social media content, engaging with consumers on social media, and tracking and measuring organic social media performance against annual goals.

### **Responsibilities Include, But Are Not Limited To**

- Develop social media plans for TikTok and Instagram that align with the social media channel strategy for these top priority channels.
- Develop and manage content calendars for TikTok and Instagram/Facebook.
- Design and execute creative content that includes assets (video, photography, illustration, etc.), copy and strategic hashtags. Partner with NOF to develop NOF centered content.
- Design and execute influencer and content creator strategies and plans that breakthrough on TikTok and Instagram, help grow the brand's audience and help insert the brand into relevant pop culture conversations.
- Obtain Marketing, Legal, licensee and NOF approvals on content as needed.
- Strategically execute all social media community engagement across TikTok, Instagram, Facebook, Twitter, Threads, and LinkedIn.
- Manage social media agency partners effectively and proactively.
- Identify, RFP and vet new agency partners as needed. Evaluate and review their performance annually.
- Lead data analytics across all social media channels. Define KPIs and track, measure and analyze performance results versus goals. Report results, insights, and recommendations in a timely manner.
- Monitor and report on trends, competitive activity, and emerging practices in social media.
- Identify, evaluate, recommend, and execute new platforms and tools for adoption.
- Collaborate very closely with members of the Marketing team to build and communicate robust social media content plans that support and integrate well with the brand's innovation and paid media plans.
- Manage social media boosting budget.
- Be a steward of the brand in all brand related activities.

### **Skills and Characteristics**

- Social media and community management

- Strong copywriting skills
- Strong creative design skills leveraging platforms such as Photoshop, InDesign, SparkPost, etc.
- Paid media buying on TikTok and Meta
- Agency management
- Able to manage multiple projects simultaneously
- Highly effective working both collaboratively and independently
- Strategic and analytical thinker
- Exceptional ability to be nimble, flexible, and responsive
- Proactive problem-solver with a can-do attitude
- Excellent written and verbal communication skills
- Proficient in social media management tools such as HootSuite, SproutSocial, etc.

**Work Experience**

- Minimum of 3 years of experience in social media community management, social media agency strategy, or social media agency creative
- Proven track record running successful organic and paid social media campaigns
- Demonstrated expertise managing and growing brands' social media accounts organically on TikTok and Instagram
- Consumer packaged goods experience is required. Experience in food is preferred. Cause/purpose driven communications experience is a plus.

**Education**

BA or BS degree is required.

**Apply**

Send your cover letter and resume to Sonya Tkacs at [sonya@recruitlynk.com](mailto:sonya@recruitlynk.com).