

COLLECTIVE HUB

SOCIAL MEDIA & COMMUNITY MANAGER // FULL TIME

We are looking for a dynamic, experienced and innovative Social Media Manager/Community Manager to manage all of *Collective Hub's* thriving social media channels

A new and exciting opportunity exists within *Collective Hub* for a creative, experienced and agile social media manager to build, nurture and activate the *Collective Hub* community across all social media platforms.

You will be passionate about connecting people, have a deep understanding of the *Collective Hub* brand and instinctively feel you are the person to not only manage and engage this thriving community, but increase it significantly with data-driven decisions, innovation, professionalism and best practice.

You will be personable and a networker but also a deep researcher who is obsessed with data, a self-learner, early adopter, have next-level organisational and project management skills, be embracive of change and helping with it, grasps new concepts quickly and is a visionary but also an implementer.

Tertiary qualifications and at least 3 - 4 years' experience in similar role are required, including use of data analysis tools, and extensive experience across all major social networks. A solid grasp of best practices in social media and experience in design, content/communications and/or photography is desirable.

This exciting position will be challenging but extremely rewarding, offering the successful candidate a strong role and voice within the rapidly-expanding *Collective Hub* brand. You'll be within a fun, supportive and professional team traversing marketing, content and digital, and working for one of the most open-minded, progressing and innovative organisations in the media landscape today. There is ample opportunity for job growth, personal development and cross-departmental up-skilling.

More on *Collective Hub*:

Collective Hub is a multimedia brand that encompasses engaging print and digital content, bespoke events, strategic collaborations and unique product extensions. It started with a print magazine, now distributed into 37 countries, and was founded by the vibrant, game-changing entrepreneur Lisa Messenger with a vision to uplift and empower people to live their lives to the fullest. Combining style and substance with a fresh perspective on the issues that matter most, *Collective Hub* covers business, design, technology, social change, fashion, travel, food, film and art.

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More on your new role:

This role exists to build, nurture and activate the *Collective Hub* community across our different social platforms (Facebook, Instagram, Twitter, Linked In - and potentially Snapchat, Vine, Pinterest). We have quickly built a thriving and active social media community, and it is your role to understand, engage, and connect with more like-minded people, companies, and brands.

The successful candidate will have a passion for connection and creative content. They will largely be the community leader and the community voice, and will therefore need to have a strong belief and understanding of what the *Collective Hub* stands for.

They will have a strong understanding of the potential of social media, possess knowledge of each platform's best practices, and will continually learn new ways to connect.

They will be responsible for improving and streamlining the management of all content, and developing new processes using a variety of provided tools.

The role will be focused on the following areas:

1. Content
2. Engagement & Community Management
3. Promotions, Campaigns & Community Growth
4. Analytics, Testing & Reporting
5. Contribution & Commitment to Knowledge

Overall skills, knowledge, & abilities required:

- Design skills, a good eye, and a passion for creativity.
- Excellent copywriting / writing ability.
- Extensive experience across the major social networks and a solid grasp of best practices in social media.
- A solid understanding and best practise use of tagging, hashtags, and search tools.
- Ability to learn and master new technology platforms.
- Be passionate about connecting people, and passionate about Collective Hub.
- Ability to use data and analytics tools (Google Analytics, Facebook Insights etc).
- Excellent use of Microsoft Excel.
- Experience in content asset management and a strong grasp of the different formats/specifications for content across different platforms.
- Ability and initiative to self-learn, research and apply.
- Next-level organisational and project management skills.
- High emotional intelligence and awareness to be able to manage a large community.
- Experience in running paid social media advertising on Facebook, Instagram, and Twitter.

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- Experience in developing and improving internal processes to increase efficiencies.
- Effectively take ownership and responsibility, ensuring visibility of data and reporting.

KPIs

- Overall community growth
- Growth by social platform
- Engagement rate
- Influence of the community members
- Number of posts
- Content schedule management

Want to join the team?

Send your cover letter and CV, along with any supporting information you deem helpful, to careers@collectivehub.com. We're intentionally growing our company, always hire with our overall culture in mind and always appreciate extra effort and creativity in applications. Good luck!