

COLLECTIVE HUB

Collective Hub
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collectivehub.com

Social Media Manager Full Time// Sydney, NSW

We are hiring and want you to join our team!

This role exists to **build, nurture** and **activate** our Collective Hub community across different social platforms. Collective Hub has quickly built a thriving and active social media community, and you'll be here to understand, engage, and connect with more like minded people, companies, and brands.

Collective Hub is a multimedia brand that encompasses engaging print and digital content, bespoke events, strategic collaborations and unique product extensions. Founded by the vibrant, game-changing entrepreneur Lisa Messenger with a vision to uplift and empower people to live their lives to the fullest.

You'll see that at Collective Hub, we're curious, purposeful and deliberately conscious about everything we do/say/share as a voice in the media landscape. This would be just some of the reasons you'd love to work with us.

More on the role:

- Create bespoke, shareable content and adapt this content specifically for each social platform
- Create a consistent and continuous posting schedule for advanced and real time posting and ensure all content is of a high standard and is high quality always!
- Work with the digital team to develop a solid content and engagement strategy keeping the community active, sharing and delighted
- Create systemised, efficient process for collecting, curating, scheduling content and responding to communications from the community. Ensuring the team has visibility over the content plan
- Be creative with an eye for design
- Be a news and trends junkie, ensuring systems are in place to monitor, find amazing content inspiration, people and brands to follow, and the latest trends to report
- Proactively work with the Marketing team to ensure you are across upcoming events, interviews, and any opportunity that will be great to share with the community
- Ensure there is content created for social purposes at all Collective Hub events
- Continuously engage with the Collective Hub community and ensure all posts and communications have a consistent Collective Hub voice
- Use social media monitoring tools to identify influential accounts to follow and engage with
- Monitor a defined group of #hashtags and accounts and engage where relevant
- Monitor and engage with Collective Hub ambassadors and potential ambassadors
- Facilitate and start discussions and encourage the community to talk to each other
- Use good judgement and have a sound understanding of comment etiquette
- Work directly with the partnerships team to ensure all paid social media advertising fits within the organic strategy
- Plan, execute, monitor and report on promotions and campaigns

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- Project manage internal requirements for social posting
- Manage and foster relationships directly with the main social networks
- Use different analytics tools to monitor community growth, content performance, engagement and community profiles and report back to the team in a visually pleasing manner
- ENJOY data, analyse data, draw real actionable insights and provide recommendations
- To ensure the overall performance is continually improving you will be consistently testing! Testing new content, new copy, new campaigns, new images
- Stay abreast of industry developments by seeking out and monitoring industry news, commentary, trends, and strategies surrounding “social media” on a regular basis
- Keep up to date with emerging trends, technology providers and social media tools available in the market
- Share knowledge with the team

Skills and experience required:

- Experience across the major social networks and a solid grasp of best practices in social media
- Excellent copywriting / writing ability
- Design skills, a good eye, and a passion for creativity
- 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 the 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
- Strong 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
- Experience in developing and improving internal processes to increase efficiencies
- Effectively take ownership and responsibility, ensuring visibility of data and reporting

The beauty and exciting part of social media is that it always changes and evolves.

Want to join the team?

Send your cover letter and CV, along with any supporting information you think we'd enjoy, to careers@collectivehub.com with '**Social Media Manager**' in the subject.

We hire with our overall culture in mind and always appreciate extra effort and creativity in applications.

Good luck!

****Only successful applicants will be contacted for interviews****