



TITLE: Manager, Social Media
REPORTS TO: Sr. Director, Social Media & Corporate Communications
STATUS: Exempt
LOCATED: NYC

JOB OVERVIEW: This position plays a critical role in managing International Cosmetics & Perfumes “ICP” brand’s (current focus on The House of Creed) online community by engaging in conversation with customers via Creed’s social media platforms. This candidate will uphold the brand tone and will be responsible for responding to fans across priority social channels (i.e. Instagram, Facebook, and Twitter) through meaningful and helpful engagements.

Within the Corporate Communications department, the Manager will work closely with the Sr. Director to develop the growth of the brand’s online community. This position will publish and promote content, manage approved consumer responses, proactively flag opportunities to the team, and deliver analytics to provide insights and recommendations based on community conversations. This position will also play a critical role in managing and developing the brand’s influencer outreach. Collaboration with the digital marketing and e-commerce teams to manage key priorities and customer service inquiries will be essential.

The position will also promote and maintain ICP’s employee-centric culture that fosters the firm’s core values of: Transparency, Recognition, Accountability and Communication, as well as contribute to ICP’s vision and commitments.

CORE RESPONSIBILITIES

- Manages daily social content calendar across brand social channels, with a focus on storytelling, creativity, and follower engagement and relatability.
- Identify and cultivate brand ambassadors and expand community and influencer outreach. Identifies key voices in the community and works to foster relationships with influencers and customers alike.
- Timely proactive and/or reactive response to customer inquiries on social platforms to ensure clients requests are received and executed upon in an efficient and effective manner and in accordance with our guidelines and develops best-in-class process and system for responses.
- Oversees internal Creed Ambassador pilot program; develops toolkits, hosts monthly calls and serves as main point of contact for the ambassadors.
- Exercises speed, judgment and escalates questions/issues to the team and management as needed.
- Briefs photographers and copywriters on social content; manages timelines and distribution of content/assets.
- Provides weekly and monthly reporting based on social listening, including sentiment analysis, community trends, and insights to increase engagement.
- Delivers learnings and recommendations to key stakeholders based on current trends in the community and industry.
- Ability to develop messaging that best represents the brand’s voice/tone online and incentivizing user-generated content creation and sharing by writing copy that is both emotional and informational.
- Embodies the firm’s vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices, values, and culture.

NECESSARY REQUIREMENTS

- **Social Media Management:** 3-5 years of relevant experience, focused on social media management; publishing, writing, content creation. Must include professional experience managing a brand social channels and communities including, but not limited to: Instagram, Facebook, Twitter, Pinterest, and YouTube.
- **Beauty / Luxury Landscape:** Understanding of, experienced in, and/or passionate about the beauty-luxury social media landscape.
- **Online Relationship Development:** Understanding of how to create a compelling voice on social media to build authentic, relevant, interactive consumer relationships.
- **Community Engagement/Activation:** Demonstrated expertise in engaging and activating community group(s).
- **Social Media Platforms & Tools:** Extremely savvy and well-versed on all established and emerging social platforms + planning tools, including but not limited to: Hootsuite, Iconosquare, Sprout social, Planoly, and others.
- **Analytics:** Ability to communicate analytics and social performance via key KPIs for monthly reporting and campaigns. Proficiency in Google Analytics a plus.
- **Communication Skills:** Excellent written and verbal communication skills.
- **Resourcefulness:** Experienced in locating and engaging advocates within the community to foster dialogue.
- **Judgment:** Excellent judgment on how to identify/escalate potential issues/crises
- **Sense of Urgency:** Demonstrate a “24/7” approach to position responsibilities.
- **Detail Oriented:** Outstanding attention to detail and follow-through are critical requirements for success.
- **Creative:** Innovative thinker with both a creative and analytical acumen.
- **Culture:** Ability & interest working in an entrepreneurial, fast-paced environment while being adaptable to change; Comfortable working with a small team and willing to take on new challenges/opportunities as they arise

Compensation includes competitive salary & benefits, PTO schedule, 401K plan, professional development & more.