

Jinx

## Senior Manager, Social & Community

### Who You Are:

We're looking for a Senior Manager, Social & Community to drive all social storytelling across our content and partnerships. This role will drive the vision, strategy, execution and optimization of our social efforts across all platforms - most notably: Instagram, TikTok, Facebook, Pinterest, YouTube and beyond. This leader will be responsible for developing innovative and compelling content for daily organic consumption, influencer management, growing our audience, and driving meaningful engagement across platforms.

This is a leadership role reporting to the VP of Creative, with a direct report (Social Content Creator) responsible for day-to-day execution of video content. This role will focus on strategy, partnerships, and social growth, while guiding the Social Content Creator on content production, execution, and performance optimization.

### Responsibilities:

#### **Paid & Organic Social Strategy**

- Lead and execute our end-to-end social media strategy across all major platforms (Instagram, TikTok, Facebook, YouTube, Reddit) with a focus on both organic growth and performance-driven paid content.
- Own the content matrix for paid and organic social, ensuring a strategic balance of brand storytelling, community engagement, influencer-led content, and performance creative.
- Develop a platform-specific approach that drives awareness, engagement, conversion, and community growth.
- Collaborate with performance marketing to optimize social ad creative, messaging, and audience targeting for maximum impact.

#### **Influencer & Brand Partnerships**

- Develop and lead an always-on influencer strategy, managing key relationships with macro, micro, and UGC creators who align with our brand.
- Work with ambassadors, pet influencers, and lifestyle creators to build long-term partnerships that drive credibility, engagement, and conversion.
- Oversee content briefing, approval, and performance tracking to ensure influencers and creators produce high-performing, brand-aligned content.
- Identify and secure strategic brand partnerships, collaborations, and sponsorship opportunities that enhance brand visibility and community engagement.

#### **Community Engagement & Social Listening**

- Oversee community management, ensuring a thoughtful and engaging two-way conversation with our audience.
- Develop guidelines and escalation processes for managing customer interactions, product inquiries, and sensitive issues across social channels.
- Use social listening tools (Sprout, Meltwater, AllEars) to monitor brand sentiment, industry trends, and real-time cultural moments, turning insights into action.

#### **Content Leadership & Team Management**

- Oversee the creation of compelling, shareable content, including video, photography, graphics, and copy, tailored to each social platform.
- Manage and mentor the Social Content Creator, providing strategic direction and feedback on content execution, video production, and social-first storytelling.
- Partner with internal creative talent, freelancers and agencies to develop a social-first content pipeline that supports brand-building and performance marketing goals.

- Provide direction on creative concepts, trends, and best practices, ensuring all content aligns with our brand voice and aesthetic.

#### **Data-Driven Optimization & Reporting**

- Own social media KPIs and analytics, providing regular reporting on performance, engagement trends, and campaign ROI.
- Test, iterate, and refine social creative based on engagement data, performance insights, and audience feedback.
- Work closely with paid media agency to optimize content for conversion-driven campaigns.
- Use data to inform content strategy, paid media decisions, and future creative development.

#### **Qualifications & Experience:**

- 8+ years of social media experience, with at least 3 years in a leadership role, preferably in the lifestyle, food, or pet sectors.
- Proven track record of scaling social media followings and driving engagement across multiple platforms.
- Deep understanding of social platforms, analytics tools (e.g., Dash Hudson, Google Analytics), and emerging trends.
- Exceptional leadership skills with experience managing and mentoring teams.
- Strong creative vision with the ability to translate brand identity into engaging social media content.
- Experience in influencer partnerships.
- Excellent communication and collaboration skills, with the ability to navigate cross-functional relationships.
- Passion for dogs! and fostering meaningful connections through digital storytelling.