

Content Manager (Social Media + Graphic Design)

Part-Time | Remote | Lifestyle & Faith-Based Brand

The Coming Up Roses team is looking for a design-savvy, trend-aware **Content Manager** to help support content creation across platforms, scale our operations, and grow our impact across social media! This will be a part-time, contracted role with the expectation of working 2-3 hours/day (10-15 hours/week).

We are based in Gilbertsville, PA. Presence will be given to candidates that are local to the Philadelphia area, but this role can work remotely.

Key Responsibilities:

- Develop a deep understanding of Erica Gwynn's audience and brands across social media platforms
- Design weekly shoppable collages for use on affiliate platform LTK (LikeToKnow.it), CURoundup emails, Instagram Stories and Facebook.
Assist with curating and scheduling our bi-weekly email newsletters: the CURoundup (product recs, lifestyle finds, shoppable links) and the CURation (faith-focused encouragement).
Create + schedule engaging posts for the Coming Up Roses Facebook page.
- Design Pinterest graphics (via Canva) and schedule via Tailwind (sharing blog posts, shoppable content, etc.).
- Cross-post existent content on other platforms to maximize reach and impact
- Conduct weekly audits on content performance across social media platforms and leverage findings to inform content strategy accordingly
- Identify current trends and develop recommendations on how we can create content that fits our brand and audience needs on a weekly basis
- Manage and prioritize multiple projects from conception to completion

Ideal Candidate:

- 1+ year experience in social media management across Instagram, Pinterest, Facebook and/or other platforms
- Strong understanding of Search Engine Optimization as it relates to social media captions and algorithmic rankings
- Strong understanding of social media trends with the ability to creatively adapt them for our brand
- Strong understanding of our brand voice and design - you "get it"
- Proficiency in Canva - you can design effortlessly and efficiently with a clear eye for detail in a way that converts
- Experience using LTK and other affiliate marketing platforms
- Comfortable writing light copy and captions that align with our brand voice
- Comfortable in email marketing platforms like Mailerlite, ConvertKit, FloDesk, etc.
- Organized, creative, detail-driven, and great at hitting deadlines