

Position Profile:

The **Sr. Manager, Social Strategy** will lead the development and execution of a comprehensive social media strategy to grow audience engagement, enhance brand awareness, and drive meaningful interactions. This role is responsible for crafting a compelling brand presence across key platforms, managing content creation, and leveraging data-driven insights to optimize performance. The ideal candidate will have a strong understanding of platform trends, influencer partnerships, and community management to ensure a cohesive and impactful social strategy. Additionally, they will collaborate with internal teams and external partners to align social efforts with broader marketing and business goals

Direct reports include: Manager, Social Content & Community

Work Responsibilities:

- Develop and execute a comprehensive social media strategy to grow audience size, increase engagement, and drive brand awareness.
- Define and maintain a consistent brand voice, tone, and visual identity across all social channels.
- Build and manage a social media content calendar, ensuring timely and relevant storytelling aligned with brand campaigns, product launches, and key cultural moments.
- Develop original social-first content, including static posts, videos, Reels, and Stories, while collaborating with in-house creative teams and external partners.
- Lead community management effort*, engaging with followers, responding to comments, and fostering meaningful interactions with our audience.
- Identify and build relationships with influencers, brand ambassadors, and content creators to amplify brand reach and engagement.
- Partner with the performance marketing team to optimize content for paid social campaigns and analyze performance metrics to inform strategy.
- Stay ahead of social media trends, algorithm updates, and emerging platforms to ensure the brands remain innovative and competitive.
- Monitor and report on social performance analytics, using insights to continuously refine and optimize content strategies.

Staff Management: Responsible for providing leadership to the team and ensuring that the team has the talent, resources, and readiness to meet team goals as well as ensuring maximum productivity and performance. Models CURiO Cornerstones and uses cornerstones framework in decision making.

- Effectively manage a potentially multi-locational team under a fast pace and constantly changing circumstances.
- Hire, train and develop team, ensuring that each employee has a clear and thorough understanding of their role and responsibilities.
- Effectively orient new hires to CURiO culture, structure and specific role and responsibilities, ensuring a positive and productive employee experience.
- Utilize the company's performance management program as designed to align individual performance to overall performance objectives. Provide ongoing performance feedback. Identify and take appropriate action for non-performance.
- Guide and coach direct reports to produce business results by working collaboratively within and among cross-functional teams.
- Support employee development, offering opportunities for expansion of skills and capabilities to prepare for career growth.
- Ensure all CURiO communication is disseminated to the team in a positive and timely manner.
- Administer all internal policies and procedures in accordance with company, human resources, budgetary, and finance guidelines. Ensure accuracy of staff data records.

General Responsibilities:

- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.

- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement. I Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURIO goals.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean, safe, and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other duties as assigned

Minimum Qualifications

- 5-7 years of experience in social media strategy and content creation, preferably within the beauty, home, or lifestyle industries.
- Proven track record of growing social audiences and engagement through strategic planning and execution.
- Strong understanding of social media platforms, algorithms, and best practices, including Instagram, TikTok, Pinterest, Facebook, and emerging platforms.
- Experience in content creation, including photography, video production, and basic graphic design.
- Excellent copywriting skills with the ability to craft compelling, on-brand messaging.
- Proficiency in social analytics tools and performance measurement.
- Ability to work in a fast-paced, collaborative environment and manage multiple priorities.
- Passion for storytelling, trend-spotting, and engaging with digital communities.

Computer and/or software qualifications:

- Advanced level of proficiency in Microsoft Excel, Microsoft Word, Power Point
- Social Media Management & Publishing Tools such as but not limited to, Sprout Social or Hootsuite– for scheduling, monitoring, and managing content across multiple platforms.
- Meta Business Suite, TikTok Business Center, Pinterest Business Hub – for managing brand pages, ad accounts, and insights.
- Social Listening & Community Engagement such as but not limited to Sprout Social, Hootsuite, Meltwater – for monitoring brand sentiment, tracking mentions, and analyzing conversations.
- Native platform tools (Twitter/X, Instagram, TikTok, LinkedIn insights) – for direct audience engagement tracking.
- Data & Analytics such as Google Analytics 4 (GA4) – for tracking referral traffic and social media impact on website performance.
- Meta Insights, TikTok Analytics, YouTube Studio, Pinterest Analytics – for platform-specific performance tracking.
- Influencer & Affiliate Marketing Platforms such as but not limited to CreatorIQ, AspireIQ, Upfluence – for influencer discovery, relationship management, and tracking ROI.

Core Competencies:

- Ability to protect company proprietary and confidential information
- Expertise in developing and executing data-driven social media strategies across multiple platforms.
- Ability to align social efforts with broader marketing and business goals.
- Strong understanding of audience growth, engagement tactics, and content trends.
- Ability to craft compelling, platform-specific content that aligns with brand identity.
- Strong visual and written storytelling skills to enhance brand presence.
- Understanding of short-form video, static content, and interactive formats.
- Skilled in fostering meaningful interactions with audiences and managing brand reputation.
- Ability to develop and maintain a consistent brand voice across all social touchpoints.
- Experience in handling customer feedback, crisis management, and sentiment analysis.

- Strong experience in identifying, negotiating, and managing influencer and brand ambassador partnerships.
- Ability to measure and optimize influencer campaigns for engagement and ROI.
- Proficiency in tracking KPIs, analyzing social performance, and using insights to optimize content.
- Understanding of A/B testing and performance-driven decision-making.
- Ability to collaborate with performance marketing teams to optimize organic and paid content integration.
- Ability to stay ahead of industry trends, platform updates, and emerging technologies.
- Passion for social media culture and identifying opportunities for brand relevance.
- Experience leading social media teams, agencies, or cross-functional projects.
- Ability to work closely with creative, marketing, and eCommerce teams to ensure a unified brand experience.
- Strong communication and presentation skills to articulate social strategies to stakeholders.

Travel Requirement: less than 20%

Hybrid & Remote Office Working Environment and Physical Demands:

- General office or home office environment: Works at a desk in a well-lit, air-conditioned cubicle/office/home office, with moderate noise levels.
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds.
- When in a facility, occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.

*** Note: This job description does not restrict CURiO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*