# Job details

Kuschelfreund is the ultimate online stuffed animal store! Our goal is to provide every kind of stuffed animal imaginable to make every customer’s dreams come true. From lions to tigers to bears (oh my!), Kuschelfreund can supply it. Since we’re an online-based startup, we need a strong social media presence to spread the word about all of our products and who we are as a company.

As our social media marketing manager, you’ll work with our tight-knit media team to create content that’s relevant, engaging, and adorable. Your top goals will be to develop our brand and boost sales through the strategic use of social platforms.

# About the company

Kuschelfreund is your one-stop shop for all things plush and adorable! Our founder, Hana-haru Okubo, got the idea for a stuffed animal shop after trying and failing to ﬁnd perfect gifts to give to her friends for the holidays. She dedicated herself to opening up an online shop just for stuffed animals. Several years later, Kuschelfreund, or “cuddly friend,” is selling more stufﬁes than ever, from pandas to dragons to whatever your heart desires! Our mission is to help you ﬁnd the cutest new friend at the best price. Don’t see what you want? We can have it ordered or custom-made, just for you! Check out our website today to ﬁnd the stuffed animal of your dreams.

# Responsibilities

* Collaborate with executives and employees to set business goals and KPIs
* Develop a brand identity with consistent taglines, fonts, colors, and logos
* Develop marketing personas for each social platform
* Plan social media campaigns in accordance with KPIs and business goals
* Collect materials from marketing and design teams for content creation
* Create content (namely text, images, photos, and videos) for all social media platforms
* Optimize and update content regularly (once a week at minimum)
* Monitor social media metrics through Sprout Social, and Hootsuite
* Develop and monitor the content budget in collaboration with executives
* Respond to comments and answer questions on all social platforms
* Communicate with inﬂuencers and manufacturers to secure partnerships and deals
* Host monthly giveaways, live streams, and other events

# Beneﬁts

* Salary: $65k–82k depending on experience and ability
* Health, dental, and vision insurance
* Stock options
* Two weeks paid vacation
* Yearly professional development retreats

# Qualiﬁcations

* Bachelor’s degree in marketing, mass communications, public relations, or journalism
* Minimum 5 years social media management or related experience
* Intermediate knowledge of Sprout Social, Hootsuite, Google Docs, and Photoshop
* Intermediate knowledge of SEO principles
* Expert knowledge of Instagram, Twitter, Facebook, Pinterest, YouTube, and TikTok
* Strong written and verbal communication skills required
* Creative and driven self-starter who can handle multiple projects at once
* Knowledge of design strategies preferred
* Appreciation for stuffed animals required (you’ll be seeing a lot of them!)