GRADELY

Social Media & Content Manager

Own Gradely's voice online — leading content strategy, content creation, community growth, and influencer partnerships.

📍 Fully Remote 🏥 HMO Included | UK-based

About the Role

Gradely is looking for a creative, data-driven Social Media & Content Manager to take full ownership of our online presence and content engine. You'll define our content strategy across platforms, lead the creation of compelling content, manage our designer, build and manage influencer and creator partnerships, and ultimately drive the marketing results that grow our brand and acquire new users. This is a high-ownership role for someone who thrives on strategy, creativity, and accountability in equal measure.

What You'll Do

- Own Gradely's content strategy end-to-end — not just social scheduling, but the broader direction of what we create, why, and where it lives.
- Develop and execute a content and social media strategy aligned with Gradely's brand and growth goals.
- Manage and grow Gradely's presence across all key platforms — Instagram, Twitter/X, Facebook, TikTok, LinkedIn, and YouTube.
- Lead content creation end-to-end: ideation, briefs, copywriting, and publishing.
- Identify, onboard, and manage relationships with influencers and content creators — from outreach and negotiation to performance tracking and ongoing partnership management.
- Manage and direct the in-house designer to produce high-quality visual content on schedule.
- Monitor platform analytics and translate data into actionable insights to optimise performance.
- Drive engagement, follower growth, and lead generation through organic and creative campaigns.
- Stay on top of trends, algorithm changes, and competitor activity to keep Gradely's content fresh and relevant.
- Collaborate with the broader team on product launches, campaigns, and seasonal moments.

What We're Looking For

- 3+ years of experience managing social media and content for a brand, startup, or agency.
- Demonstrated experience shaping content strategy beyond social calendars — campaigns, brand content, or multi-channel content planning.
- Experience identifying, negotiating with, and managing influencers or creator partnerships.
- Strong copywriting skills — you can write for parents, educators, and a broader audience with ease.
- Experience managing creatives or designers, giving clear and constructive briefs.
- Proven track record of growing social accounts and driving measurable results.
- Deep familiarity with social media analytics tools (Meta Business Suite, Twitter Analytics, etc.).

- Highly organised and able to manage a content calendar across multiple platforms simultaneously.
- Self-starter who takes initiative without needing constant direction.

Nice to Have

- Experience in edtech, parenting, or education-focused brands.
- Video editing or short-form video production skills (Reels, TikTok).
- Paid social advertising experience.
- Prior experience running influencer marketing campaigns or managing an influencer budget.

What We Offer

- N300,000 monthly
- Fully remote role — work from anywhere in Nigeria.
- Competitive Salary & HMO health insurance coverage.
- Creative autonomy to build something meaningful.
- A fast-growing brand with real impact in African education.

About Gradely

Gradely is Nigeria's leading edtech platform for primary and secondary school students aged 4–16. For over 5 years we have been building curriculum-aligned digital learning tools that make quality education accessible to every Nigerian family. Our products span self-paced learning, AI-powered tutoring, and mobile-based learning services delivered through major telco networks across Nigeria. We are now entering a significant growth phase, expanding our telco partnerships, building a major platform product, and launching new services across all networks.

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