Social Media Specialist

Job description
Job Type: Full Time, Remote, APAC & EU Time Zone

About the Role:

Are you obsessed with social media and searching for a remote role where your creativity will shine? We're looking for a social-savvy professional who lives and breathes social, is passionate about crafting impactful content and driving client success. If that sounds like you, we want to hear from you!

At Mana Sports and Entertainment Group (Mana Group), we're a full-service global agency with a dynamic team spread across various locations. We bring together the sports and entertainment worlds to create unforgettable experiences for fans and clients alike focussed under three key areas, events, media and talent (athletes). Our team is made up of innovators, creatives, and doers who are dedicated to pushing the boundaries of what's possible.

As our new Social Media Specialist, you'll be a proactive self-starter who brings your expertise to elevate our clients' social media presence under the guidance of a Marketing + Content Manager and a Digital Marketing Manager.

Why You'll Love It Here:

- Work on an exciting mix of clients, from global sports foundations to major sporting events + products.
- Work with world champions, olympians and up and coming athletes.
- Join a vibrant team that's both fun and talented, where you can learn from each other and grow together

Your Day-to-Day:

Social Media Management & Planning:

- Assist with the creation of organic social media strategies that focus on growth, engagement, and content pillars across various platforms (Instagram, Facebook, Tik Tok, YouTube, Linkedin) execute all plans for our clients.
- Dive deep into each client's organic social presence to understand their position in the market, identify competitors, and fine-tune their social output to optimise for the audience.
- Take responsibility for managing clients' social media accounts, working closely with them to ensure exceptional results and maximise engagement and impact.
- Build out robust and forward planned content calendars for all clients

Social Content Creation:

- Assist with content shoots, from concept development to editing briefs, ensuring that all content aligns with brand guidelines and social media best practices.

- Proactively seek content that can be reused and repurposed, while leveraging in-app editing tools such as Canva, TikTok, CapCut, and similar platforms to create additional content as needed.
- Build out all copy for social posts, ensuring consistency with our clients' tone of voice.
- Manage the scheduling and publishing of content, keeping everything on track and in line with the overall marketing strategy.
- Take ownership of social media competitions in development with the Digital Marketing Manager, from generating ideas to executing them in a way that drives growth and achieves key objectives.

Influencer & Community Engagement:

- Identify and nurture relationships with talent / athletes who can amplify our clients' messages and broaden their reach.
- Assist with talent / athlete campaigns, ensuring they align with brand goals and deliver strong engagement.
- Actively engage with communities on social media via proactive community management
- Support the Content Manager in developing and maintaining strong relationships with athletes, focusing on collaboration and content creation.

Analytics & Performance Tracking:

- Assist Digital Marketing Manager to monitor social media metrics and use data to refine strategies, improve performance and optimise social media campaigns for better results.
- Assist with the creation and delivery of insightful reports to clients, highlighting successes, challenges, and opportunities for growth.

Collaboration & Teamwork:

- Work closely with the broader marketing and creative teams to ensure social media efforts are aligned with overall campaigns.
- Offer support to your teammates on various tasks and projects, contributing to a collaborative work environment.
- Stay on top of the latest social media trends, tools, and best practices, sharing your knowledge with the team to keep us all ahead of the curve.

Who We're Looking For:

- A go-getter with a positive can-do approach with a strong passion for social media.
- Exceptional communication skills, both written and verbal, with an eagle eye for detail.
- At least 3+ years of experience in social media management, ideally within an agency or brand-focused setting.
- Someone who can hit the ground running and can work well in a growing agency environment
- Have prior experience in working on organic social growth. Media agency experience would be highly regarded
- Experienced in using Canva, CapCut, and various in-platform editing tools.
- Familiarity with social media scheduling tools and analytics platforms.
- A keen eye for maintaining brand consistency across various social channels.
- Adaptable to varying work hours, including occasional late calls or extended hours for events, to meet the needs of the work and clients.
- If you're ready to take your social media career to the next level, we'd love to hear from you. We're actively hiring, so don't wait—apply now with a cover letter and portfolio of your past work.

Location:

This role is based in Australia, remotely working-from-home role with the option to attend the Sydney South office in Woolooware.