

nebula

# Community / Social Media Manager

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Nebula is seeking a Community / Social Media Manager who will be responsible for the planning, execution, and optimization of all campaigns within our mentioned social platforms. These campaigns support a variety of business initiatives with objectives ranging from brand awareness to subscriber acquisition. The successful candidates will have a passion for music, social media, and experience scaling campaigns and communities across all major publishers (Discord, Facebook, Instagram, Twitter, TikTok, YouTube, etc). They will also bring a combination of highly analytical, creative, conversational and flexible growth mentality to the role, which will be essential to delivering breakthrough thinking for this channel.

We are looking for someone who is knowledgeable about the product management, design, and development process and how it works at software companies and who is experienced in building engaged communities. You're a conversationalist and have a curious, relatable mindset. You know how to communicate with ease and in a way that intrigues, attracts and keeps the audience engaged.

This role will be responsible for:

- Seeding and managing a Discord community
- Establishing an Instagram and Twitter presence
- Setting up / improving LinkedIn
- Creating and managing social calendars

Interest in music, finance, and web 2.5 - 3

General

- Includes creating the social calendar, scheduling, and community platform management.
- Fluent in social platforms with a primary focus on Discord, Insta, Twitter, and Tik Tok.
  - Strategically thinking about how the other platforms can be utilized. i.e YouTube, LinkedIn, Reddit
- Develop and implement highly strategic and comprehensive social media plans; ensure consumer acquisition and engagement to support the company's overall objectives
- Leverage social media for PR opportunities and company announcements
- The goal should be to have a social strategy that is 2-3 weeks a head. This allows for the team to stay present to adjust to real time concepts.
- Partner with creative team to conceptualize and design content series to be deployed across all social media channels

- Collaborate with the Creative Directors, Communications, and Creative team to brainstorm content strategy and plan editorial calendar for social media
- Proposes new strategic partnerships
- Monitor the activities of main competitors in social media
- Articulate the strategic value to the client.
- Experience and expertise with seeding and building early stage communities
- Experience and expertise with seeding and building early stage social traction
- Comfort with being held accountable to (and defining) hard, measurable success metrics
- Community Engagement
  - Actively liking, resharing, commenting, and following
  - Brand advocacy
  - Influencer / brand partnership recommendations. Nebula's team will be handling outreach.
  - Monitor social space for brand and related topics and conversations
- Curation & Quality Assurance
  - Social analytics report w. recommendations to move forward
  - Provide best practices for customer service and audience response posts. The consumer part is based on your internal protocol for that.
  - Making sure that you focus on the right channels and activities. Creating user personas to target and helping the team to find tactics that lead to desired goals.
  - Analyze and evaluate social media campaigns and strategies
- Meetings
  - Weekly 30min - 1hr Zoom meetings. The chosen social manager will lead the Social meetings, and define the agenda for the check-in. Both teams will have a master debrief, deliverable check-ins, and discuss potential strategy moving forward. The best way to amplify the process for the team is to be hands on.

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Send resumes and portfolios to [info@wethem.us](mailto:info@wethem.us)

Nebula Instagram: <https://www.instagram.com/nebulaapp/>

Partner: <https://www.instagram.com/wethemus/>