

Fleur Marche Freelance Social & Community Manager

Who We Are

Fleur Marche is a cannabis discovery platform for everyone who's curious about CBD, but doesn't know where to start. We're curating the best of the best information and products to make it easier to FEEL BETTER.

What You'll Do

- You'll be responsible for social media marketing across all channels, creating engaging content, and fostering our growing community. Your role will involve planning our social calendar across platforms in addition to finding new partnerships, brand ambassadors and creators to help spread the word about Fleur Marche.
- Your goal is to be present wherever our community is and to educate them on the brand's mission and products. You will be at the forefront of all things social and the work you'll do will directly impact the way our customers use our product and interact with the brand.

What You Bring

- Deep knowledge of and expertise across all social media channels including Instagram, Tik-Tok, Twitter, Youtube and Snapchat.
- You love staying up-to-date on the latest social trends, culture, and commentary.
- Ability to adapt, create, and execute on content and campaigns to take advantage of relevant social trends.
- Comfortable being on-camera to create video content for social, such as TikTok, Instagram Stories/Reels.
- You're organized, detail-oriented, self-motivated, with the ability to easily transition between multiple tasks and problem solve thoughtfully.
- Prior professional experience in a content marketing role (or similar) at a consumer-facing brand is preferred.
- You care about educating others about their health and wish to promote a deeper understanding of natural nutrition through a fun, approachable lens.
- You're excited about brand marketing and thinking up really cool ideas for small brands with purpose
- You care about making an impact in some way and are self-aware, open and communicative!
- You have experience with influencers in some capacity and understand holistically the world of brand marketing + social-first strategy

What Your Responsibilities Are

- Create and execute strategies for each social channel to ensure we're hitting our key metrics on awareness, engagement and growth
- Plan content marketing campaigns to educate community members and promote Fleur Marche products.
- Set up weekly / monthly social calendars with content planned for each day across platforms.
- Manage our community on social media; respond to comments, direct messages and mentions.
- Help foster and build a community of Fleur Marche ambassadors & affiliates on social media.
- Write briefs for creative and work closely with designers and copywriters to product content.