

Role: Social Media Strategist (Personal Brand)

Core Mission

SyncSkills is an edtech company in Australia supporting immigrants across Australia, UK, Canada to explore rewarding career opportunities within the no-code tech space & AI (many of whom are working in 6-figure roles such as business analyst, project manager & scrum master. This role would be looking after one of syncSkill's founders' personal brand and help amplify the message.

If working with Tayo, the goal would be to Grow the brand from ~17,000 to 50,000+ on IG & from 9K+ to 30K on Tiktok followers in 3 months by creating high-performing, story-driven, scroll-stopping content that people *actually* engage with, share, and talk about. This is aimed at translating to a revenue engine.

Key Responsibilities

Content Strategy & Growth

- Own the end-to-end social media growth strategy for the personal brand.
- Drive aggressive but smart growth (e.g. 17K → 50K+) using data, trends, and creative experimentation.
- Constantly research what's working on the Explore page and in the niche, and translate that into content that fits the brand.
- Identify content gaps, opportunities, and new formats (carousels, reels, short-form video, storytelling formats, etc).
- Spot growth opportunities in existing content (e.g. "the hook should be at the front, not the back") and rework it for performance.
- Track performance, analyze results, and iterate fast based on what's working.

Video & Creative Direction

- Edit editing of videos with a strong focus on:
 - Hooks in the first 1–3 seconds
 - Storytelling and narrative flow
 - Emphasizing reactions and emotional moments
 - Pacing, cuts, captions, and retention
- Turn raw footage into high-performing, platform-native content.

- Ensure every piece of content is optimized for watch time, saves, shares, and comments.

Innovation & Experimentation

- Constantly test new ideas, formats, hooks, angles, and storytelling approaches.
- Bring fresh ideas to the table regularly not just “what worked before.”
- Stay ahead of trends while also creating original, brand-defining content.
- Push creative boundaries while staying aligned with the brand’s goals and audience.

Community & Engagement

- Create content that sparks conversation, reactions, and shares.
- Understand what makes the audience engage and build content around that.
- Help shape content that strengthens the personal brand and deepens audience connection.

Quality, Communication & Standards

- Maintain extreme attention to detail in editing, captions, storytelling, and publishing.
- Communicate clearly with the team about ideas, performance, and improvements.
- Be proactive, take ownership, and raise the bar creatively and strategically.
- Bring ideas that make the founder “not the smartest person in the room.”

What Success Looks Like

- Consistent follower growth toward 50,000+ in 3 months
- Lead generation and converting followers into customers
- Higher retention, saves, shares, and comments across content
- Noticeably stronger hooks, storytelling, and video pacing
- Content that feels fresh, relevant, and culturally plugged-in
- A clear, repeatable system for producing high-performing content

Role Type & Benefits

- Full-time (not freelance)
- Work within a team

- Benefits include:
 - Insurance
 - Paid leave
 - Data allowance & Birthday

If that's you please send an email with your best pitch, portfolio and any previous result to operations@syncskills.com.au

Ps: I dont have too much care for resumes with no previous results or previous works that has been done.
