

## **Social Media Manager/Content Creator**

### **FREE MARKET MUSIC**

Free Market Music set out to create the ultimate music platform for artists, fans, and brands. On the Free Market Music app, fans own music for free, artists are paid full royalties upfront and brands access loyal customers who generate superior ROIs.

Our team of entrepreneurs, engineers, artists and industry veterans are on a shared mission to see artists and brands thrive. We are building a team of A-players, who bet on themselves, are confident in their work, find success in fast-paced hyper-growth environments, and seek the opportunities that challenges provide.

We are looking for an A-player to join us in shaping our social brand strategy and to take charge of all social channels, as we launch and continue to scale. In this role, you will be the lead content creator, guiding all creative implementation and strategy.

#### **Responsibilities**

- Develop, design, plan and execute content creation and campaigns across our social channels, specifically Instagram, LinkedIn, email and any future digital communication channels to grow brand awareness and social following.
- Establish visual language and branded content that will effectively communicate to our target audiences (Artists, Brands, Fans).
- Produce and coordinate videos, photoshoots, graphics, and other multimedia content.
- Produce graphic sketches, design comps, and copy layout, determining size and arrangement of illustrative material and copy, based on layout principles and aesthetic design concepts.
- Take projects from ideation to completion, working independently and as part of a team.
- Coordinate with artist teams in social campaign creation and strategic execution, maximizing impact of allocated budgets.
- Plan, organize, and schedule social campaigns and digital communications in line with current marketing strategies.
- Determine relevant KPIs & performance metrics to prove campaign success & identify areas of improvement through weekly reports.
- Create and manage content calendars for all social media platforms.

## Requirements and Qualifications

- 2-5 years of content creation and social media branding experience (PR experience is relevant as well).
- Experience in executing and managing paid social advertising campaigns.
- Expertise in shooting and editing high-quality, compelling audio and video content.
- A portfolio demonstrating scope of creative capabilities, with a focus on digital design and strategies.
- Ability to creatively produce for video formats, as well as static image-based content.
- Proficiency in graphic design and software editing tools (Photoshop, InDesign, Klaviyo, Canva, Adobe Creative Apps, Sketch, Apple Creative Apps).
- High attention to detail with pixel perfect design.
- Copywriting; understanding brand voice and tone for all copywritten text, captions and graphics.
- Superior organizational, time-management and collaboration skills.
- Adaptable and able to handle pivots in priorities, critiques and edits.
- Highly versatile and dynamic creative concepting, design, and creative direction skills.
- Manage messaging, interaction and engagement on all social channels with brand integrity, values and in a timely manner.
- Proven knowledge of social media trends, SEO best practices, and algorithms for all social platforms.