

Social Media Manager

Reference Number: SMM_2020

Location: Global, remote role

Why apply for this role?

Want to work with an award-winning, purposeful, global top-10 learning solutions provider?

Want to be part of a team that designs, develops, and delivers best-in-class learning solutions for our Clients?

Want to be part of a culture where it's ok not to feel ok; and it's absolutely ok to ask for help?

Want to belong in an environment where we work hard so that everyone can prosper?

Are you naturally innovative and creative and want to apply your talents to build on our reputation for quality and responsiveness?

Then maybe **PulseLearning**, the 21-year-old leader in behavioral change through learning, is the place for you.

We are passionate about creating end-to-end, people-focused learning solutions. We are proud of our trusted relationships with our long-standing, established Clients. We are looking to continue to build on these relationships and to create new opportunities for growth.

In 2019, **PulseLearning** launched **I Am Here** to gift people with the courage, confidence, and skills to safely signpost others to help and support when needed. The **I Am Here** community now has 850,000 members across four continents and is the fastest-growing mental health and wellbeing movement in the world.

Headquartered in Ireland, we embrace diversity and have teams in the US, Canada, Europe, Australia, and New Zealand. **PulseLearning** provides an environment of acceptance and inclusion. We embrace diverse thinking and are always looking for smarter ways to work. We value each other immensely and truly believe in the value of our products and services in creating positive change.

Who we're looking for

PulseLearning/I Am Here has recently launched an ambitious strategy, highlighting that the time for change in mental health and wellbeing is *now*. To create advocates for our vision and to drive meaningful conversation, we want to engage and involve the widest possible audience while prioritizing businesses, communities, and their teams. The Social Media Manager role will support this strategy and vision. It is a new full-time role within the Marketing Communications team and reports directly to the Director of Marketing and Communications.

As the Social Media Manager, you will:

- Bring experience in leading the online conversation for a brand or organization.
- Be able to source and write content that you bring to life visually or in word format.
- Have a strong desire to accelerate quickly in a fast-paced startup company.



- Own the development and execution of a comprehensive social media strategy as well as the implementation of digital campaigns, partnerships, and engagement initiatives to grow the **I Am Here** social following and community.
- Collaborate across teams and geographies to drive conversation and ensure messaging and content is in line with brand, aesthetics, and overall strategy.
- Take responsibility for generating content, seeking out opportunities, and converting these opportunities into activities.
- Ignite a steady drumbeat of proactive and inbound program requests to support lead generation for our sales teams.
- Partner and collaborate with the communications team and/or social media leads of our Clients, to ensure they participate in a conversation about their **I Am Here** involvement; mentor and counsel as required.
- Stay apprised of new capabilities that are announced on existing social media platforms as well as new emerging social media platforms that are gaining popularity.
- Continuously stay up to date on best practices and new thinking relating to how to drive campaign effectiveness.
- Monitor and keep abreast of news and trends, and report updates to the team.
- Identify opportunities where **I Am Here** can participate.

What you bring to the role

- You have 3+ years of social media/digital experience.
- You have excellent copywriting skills and capacity to articulate how copy comes to life across diverse channels.
- You can deliver creative content (text, image, and video).
- You possess a solid knowledge of Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Tik Tok, with an understanding of SEO, Google Analytics, and social content planning tools.
- You see and seek out opportunities and problem solve with innovative solutions.
- You have experience working in innovative environments and being resourceful.
- You are passionate about social media and digital marketing.
- You have a diploma/degree in Social Media, Digital Marketing, or Communications, or can demonstrate on-the-job training.

To apply: Please email your résumé, samples of writing/content/posts, and examples of social media accounts you have managed and grown to recruit@pulselearning.com. Please include the *job title* and *reference number* in the subject line of your email. Thank you.