



## **Social Media Manager:**

**Location: 100% Remote -Must live in one of the following time zones: Central, Eastern**

**Type: Full-time**

**Pay: DOE**

An exciting new opportunity exists for a Social Media Manager at Hydreight! We are looking to build out the social media presence for the hottest area in MedTech. If you love all things social media this is the job for you! You will be our expert for Insta, TikTok, LinkedIn, Twitter, Facebook, and Influencer Marketing building out an organic presence for our Health & Wellness application with our content & internal marketing team.

For this role, we require an experienced, digitally focused Social Media Manager to create a community of engaged Hydreight followers & advocates. We aim to achieve awareness through these channels (FB, TikTok, LinkedIn, Twitter, Insta, Influencer Marketing) by boosting organic social engagement by implementing a solid foundation that accurately communicates our brand values to this audience, engages them on topical issues, and builds a shared sense of community through sharing information & entertaining content.

### **What You Will Do:**

- Create content and manage content creation team
- Manage a regular cadence of organic posts to achieve on-brand messaging on all platforms
- Manage Tik Tok through creating assets via the agency team & engaging influencers as appropriate to create awareness of Hydreight and build engagement with our target audience.
- Manage social media inquiries, providing appropriate answers and/or directing to the department that can facilitate the request
- Ramp up Facebook by creating an engaged channel to inform & educate our target audience.
- Actively communicate (post, engage & reach ecosystem influencers) on Facebook, Tik Tok & Instagram through building a coherent social calendar, and respond to current events that are appropriate for Hydreight.
- Liaise with the content team & agency to brief, review creatives & post on each channel as appropriate, to support the overall marketing objectives.
- Support cross-channel organic social engagement by cross-pollinating content across social channels.
- Communicate with national Hydreight partners on brand promotions such as Influencers in their area, social media promotions, and other relevant brand activities
- Manage influencer team via influencer platform and weekly check-in's

- Assist Marketing Director on additional tasks outside of social media organic management including, but not limited to email and SMS marketing, copywriting, omni-channel strategy management.

#### **Qualifications:**

- You have a minimum of 3-5years of social media management experience.
- You are a team player with excellent communication skills, written and spoken.
- You have exceptional attention to detail.
- You can take ownership of Insta/Tik-Tok/Facebook channels with & a track record of driving significant follower growth.
- Ability to work well with content, growth, & other channel managers.
- You are highly creative with a deep understanding of each channel, and engagement strategies to drive growth.
- Ability to create content on Canva and other design applications (InDesign, Adobe Suite)
- Working knowledge of WordPress
- You live in one of the following time zones: Central, Eastern

#### **A Plus**

- You have a sound understanding of Health & Wellness Industry
- You have a thorough understanding of paid & organic strategies to drive growth.

#### **About Hydreight**

IV Hydreight Inc. —IV Hydreight provides immediate wellness through its mobile platform and core team of professionally trained service providers. Hydreight's unique, custom built, proprietary telemedicine service allows users to book confidential health and wellness and/or medical services at their home, hotel, office, or wherever they might need discreet assistance with the same ease and convenience as booking a ride or ordering food delivery. Hydreight has a 503B pharmacy license under the United States Federal Food, Drug and Cosmetic Act and is a U.S. certified e-script and telemedicine provider, allowing it to provide services in all 50 states. In addition to providing telehealth services, Hydreight's other products include intravenous drips, Botox, and other medical and medspa treatments for a variety of conditions, including dehydration, anti-aging, and more.

#### **What We Offer**

- Freedom to work wherever you want.
- Collaborative and feedback-driven culture.
- Opportunity to grow.
- Fair pay.

## **Our Hiring Process**

Interview with your future manager: This interview will focus on getting to know you a bit more and will focus on explaining the culture of the company. We want to know more about why you want to join our team, how you feel about our mission and how it fits into your overall career plan to make sure this is the right place for you. This is to make sure that you are a fit for the team you are applying to and that the hard and soft skills you possess are a good fit for us at the time.

**Start date** – As soon as possible.

## **How to Apply**

If this sounds like a position for you, please respond to this advertisement with your resume and cover letter to Abbey Vogt at [abbey@victorysquare.com](mailto:abbey@victorysquare.com)