

BLACK OPAL LLC
222 W. Merchandise Mart Plaza, Suite 1212
Chicago, Illinois 60654

POSITION DESCRIPTION

Social Media Manager

Primary Responsibilities

Job Title: Social Media Manager

Reports to: Global Integrated Marketing Director

SUMMARY

The Social Media Manager leads our social media strategy to drive consumer engagement, acquisition and conversion across all social media platforms. You will also champion the platforms, words and content that help us tell our brand story and mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Directs the strategic approach to the digital-social ecosystem.
- Contributes to an integrated digital and social media strategy.
- Oversees the development, rollout and ongoing management of enterprise-wide social media policies, processes, training and governance.
- Supports and enhances communications initiatives across every level of the organization.
- Assists in the development and growth of the brand vision and voice to communicate company goals.
- Monitors campaign performance and pacing.
- Manages all social media accounts on a daily basis.
- Complies daily, weekly and monthly reports with in-depth analysis and presents next step recommendations to clients and Executive Management.
- Stays current with emerging social media tools, platforms and trends.
- Reviews consumer issue correspondence, notes suggestions and completes issue or assigns it to the appropriate department.

ESSENTIAL SKILLS

- 3+ years of social media management experience
- Strong creative eye for beauty content, high taste/aesthetic
- Deep understanding of social media platforms including Instagram, TikTok, YouTube, Facebook, Twitter, Pinterest
- Experience with social media management tools for analytics and scheduling

- Experience with Sprout Social, Hootsuite and Microsoft Office Suite – Google Analytics is a plus
- Experience working with beauty, personal care, CPG brands a plus
- Ability to lead community management and social engagement
- Exceptional writing skills with strong attention to detail, grammar, brand tone, and voice

ABOUT BLK/OPL

www.blackopalbeauty.com

For over 25 years, BLK/OPL has understood and elevated the beauty and skincare needs of all women of color, offering prestige, high-performance products at an affordable price.

For its global and engaged customer base, BLK/OPL is the foundation, in every sense, of what it means to face the world feeling polished and powerful regardless of ethnicity or income.

BLK/OPL is the essential partner to a woman's aspirations.

To apply for this opportunity, please send your resume and a cover letter to jking@blackopalbeauty.com