



Social Media Manager

With nearly ten years history, Akerna | MJ Freeway is the global market leader in cannabis compliance technology and we have a need for a Social Media Manager who will play a key role in our growing business. This role will manage our social media program, both at a long-term strategic level and day-to-day, and will be responsible for creating original content, manage posts, respond to followers as needed, as well as channel management, guidelines and metrics.

Successful candidates will be a veteran in social media strategies and tactics. They will also have a deep knowledge and understanding of how individuals use social media and how to reach those individuals in support of B2B. They will also have excellent story telling skills, writing abilities and judgment, along with a passion for the medium.

Responsibilities:

- Develop social media strategy, reflective of the brand and business goals to engage key audiences
- Manage the day-to-day social media content for all brand accounts
- Maintain the social media calendar for the brands and our CEO
- Collaborate with cross-functional teams, including graphics and sales, to maximize reach of social media efforts and ensure alignment across channels and teams
- Create campaigns to grow engagement within the social media and community space, leveraging the unique properties of the social marketing channel
- Effectively use audience segmentation and ad optimization resources to fully capitalize on earned and paid reach and results
- Review and report on social media analytics to quantify and qualify effectiveness of social media content and campaigns
- Proficiency in a variety of social media tools and the ability to learn new technologies quickly
- Experience running successful social media campaigns on both small and large scales
- Willingness to support ad-hoc marketing team functions

Skills:

As a successful candidate, you'll be the Magellan of social media, easily navigating all the channels, seeing what's on the horizon and knowing when to change course. You will also possess the following skills to support your efforts:

- Excellent writing skills with the ability to align creative strategy with overall business objectives
- Strong strategy, problem solving, storytelling and presentation skills
- Demonstrated ability to champion projects from concept to completion
- Ability to operate on both analytic and creative levels
- Excellent time management and project management skills, with the ability to multi-task in a fast-paced environment
- Strong writing skills with an ability to integrate branding tone
- Passion for digital
- Possess strong organizational skills and execution skills
- Thrive in a dynamic, fast-paced environment
- Up for the challenge of creating data products from the ground up
- Ability to collaborate and work effectively in teams
- Self-starter and able to work under ambiguity and adapt quickly to changing environments

Job Requirements:

- BA in communications-related field (public relations, strategic communications, journalism, etc.)



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- Minimum of 4-6 years of experience in direct social media strategy, digital marketing and content development
- Proficiency with social ads manager platforms (Facebook Ads Manager, Ads.Twitter.com, etc.) and analytics tools
- Live in a legal cannabis state
- Able to work from home
- Able to travel up to 25%

Benefits Summary:

- Salary for this role is competitive
- 100% company-paid medical, dental and vision insurance
- Generous vacation policy
- Positive and passionate work environment where we live by three principles:
 - Do the right thing
 - Be part of the solution
 - Show people that you care

Sound like the place for you? Please submit your cover letter and resume to jobs@mjfreeway.com.