



About mend

mend™ is a life sciences and biotechnology company that harnesses the power of nature to supercharge health and healing for every body. Our nature-powered supplements are clinically-proven and recognized by the medical community to be effective in accelerating repair, recovery, and improving key risk factors that contribute to chronic conditions. mend™ works with leading hospitals and universities on developing evidence-based clinical nutrition products to enhance patient outcomes. Which is why we're such a hit with high-impact individuals in sports, the military, and anyone living an active life. We are committed to educating the world about the power of natural ingredients as a complement to medical treatment. We make it easy for people to use nature to power themselves back to health. And to stay healthy on the daily.

About the role:

Mend is looking to hire a seasoned social strategist as a Social Media & Content Manager. This person will play a key role in developing strategy, content, and key initiatives that will support mend in building a community. They will be a critical role in connecting our branding and programs to key audiences. This person will be a part of a dynamic team and have the ability to take ownership of carving out new strategies to shape mend overall.

Responsibilities:

- Organic social management (channels include: Insta, FB, LI, TikTok)
- Managing content - co-creating the content calendar + strategy
- Developing engagement strategy including but not limited to outbound engagement and active response marketing on all social channels
- Social design template building (Canva, Photoshop, etc)
- Sourcing, writing, and editing long-form and short-form content based on audience interests, marketing priorities, and our product roadmap
- Peer editing and reviewing content from other writers and the broader team
- Working proactively to deepen your understanding of our market, customers, and product
- Managing or supporting initiatives that contribute to marketing and company goals
- Collaborate with Product, Research, Sales teams on strategies, programs, and customer communications to ensure consistency of brand and messaging
- Analyze data to continuously improve on results and report on key metrics and KPIs
- Identify and track unique content opportunities

Skill requirement:

- 4+ years of experience in digital marketing, social media, and/or content marketing
- Marketing, journalism, and/or communications major, or similar degree field
- Strong knowledge of social media platforms, including Facebook, IG, LinkedIn, TikTok (and related tools)
- Content writing and planning experience preferred
- Preferred experience with social media scheduling tools (like Hootsuite, Later, Planoly, or Buffer)
- Preferred experience with social media design in Canva or Photoshop
- Passion for social media and on top of current social media best practices and trends
- Detail-oriented, with flawless editing and proofreading skills
- Highly-organized
- Able to meet tight deadlines
- Data-driven with ability to connect results with goals
- Self-starting, creative problem solver