

Position: Social Media Marketing Strategist (Unpaid)

Organization: Blind Love Letters

Location: Fully Remote

Time Expected: < 5 hours/week

About Blind Love Letters

Blind Love Letters is a participant-centric organization determined to help people find love through genuine human connection and understanding. We want to challenge the modern day swipe culture through sharing our stories and personalities instead of our profile pictures and filters. Our 3-month program matches each client to three other matches, and at the end of each month, clients drop one match. Throughout the process, communication between clients will be purposefully limited and appearances will be hidden. After writing back and forth for three months, the two individuals still matched together will reveal their identities and be able to see each other. Our goal is to have clients meet someone who will appreciate them for their stories and experiences over their appearance.

We're looking for a Social Media Marketing Strategist who is unafraid of new challenges. Someone who loves to dig deep to understand the "why" behind every decision. Someone who is constantly thinking of what could be improved and how to do it. Someone who loves solving ambiguous challenges and is passionate about making a positive impact. We're a small, independent organization with a mission to build meaningful experiences that change people's lives.

What will you do?

You will have the opportunity to work with a variety of people from diverse backgrounds. In this role, you will interact directly with our Marketing team in order to curate engaging, social media content and maintain our online presences. You will communicate most closely with the Growth team, but will also have multiple opportunities to interact and collaborate with other teams. Thanks to our manageable size at Blind Love Letters, we value every team member and focus on transparent communication throughout the entire organization. Our culture is highly collaborative. Everyone is encouraged to ideate, genuinely listen, and innovate.

Responsibilities

- Develop and execute strategic social/digital marketing plans
- Manage social media accounts on various social media platforms
- Work with Design team to create and publish social media content
- Cultivate and grow social media audience
- Collaborate closely with the Growth and Design Teams

Minimum qualifications

- Currently enrolled in or have graduated from a 4-year university
- Familiarity with social and digital content ideation and development
- Strong attention to detail and passion to continuously learn and improve
- A keen eye for detail and an aptitude for storytelling through the use of data and insights
- Outstanding communication skills to work between and within cross-functional teams

How to Apply

Please send your resume and the number of hours you can commit to the email cyrusbelsoi@gmail.com with the subject "Application for Social Media Marketing Strategist". We look forward to reviewing your applications!