



Social Media Manager - NFTevening (Freelance)

About the Company :

We're currently the biggest NFTs News website in monthly visitors.

We are dedicated to supporting mainstream NFT adoption by making content fun & accessible: Learn everything about non-fungible tokens, including top NFT collectibles and the best Blockchain games.

Our team of 25 people is fully remote and works from anywhere in the world.

About the Responsibilities :

We're looking to hire a social media manager that will manage NFTevening's online presence by developing a content strategy, analysing usage data, and managing our team of social media content creators.

Your objective will be to grow NFTevening audience & subscribers, building an impactful content strategy on the relevant social media platforms : Twitter, Instagram & Tiktok

Job Description :

- Develop creative and engaging social media strategies to suit different channels & audiences (Instagram, Twitter & Tiktok)
- Manage the day-to-day handling of all social media channels
- Recruit and build a strong team of content creators
- Create engaging multimedia content across multiple platforms
- Manage & oversees the launch of paid marketing campaigns
- Analyse competitor activity

- Monitor, track, analyse and report on performance on social media platforms
- research and evaluate the latest trends and techniques in order to find the best format & ideas to grow our audiences

Requirements & Skills :

- English native speaker
- Past Experience & knowledge of building successful content strategy on Instagram, Twitter & Tiktok
- Knowledge and understanding of social media algorithms
- Creative skills for contributing new and innovative ideas
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Leadership qualities to lead and motivate a team
- Very well organised person, at ease with Notion, Excel, Trello and Google tools
- Strong interest for reading Crypto & NFT content and newsletters
- Already freelancing

To Apply : Send your application with the subject “NFT evening SMM” to **theo@nftevening** & **olivier@nftevening.com** and answer the following questions

1. In a few words, show us you're interested by the NFT space by mentioning where you learn about it on a daily basis
2. Share your past experiences in building successful social media strategies suiting different channels (past jobs or internships, personal Social Medias)
What were your key areas of focus in driving success and what outcomes were you able to drive?
3. What's your personal social media channels