

Social Media Manager (Freelance)

WHO WE ARE

The [Carrot app](#) is the world's first national public platform that rewards users for making healthier choices. Users are rewarded with points they actually want—while driving sustained lifestyle behaviour changes. Our community consists of over a million keen, engaged and incredibly responsive users. We built it together with government and private sector partners. We have earned our users' priceless trust by offering only factual and trustworthy guidance, always paired with their favourite everyday reward points.

WHAT WE ARE LOOKING FOR

We are seeking a seasoned and super talented Social Media Manager who will be responsible for the day-to-day management of Carrot's social community. This includes, but is not limited to, copywriting and posting content, ensuring timely responses, managing campaigns while maintaining the Carrot voice. You will take a deep dive to produce an engaging and informative monthly report on all social media analytics that includes analysis and reporting on daily posts, campaigns, etc. Our goal is to build on our storytelling, position Carrot as a thought leader and increase engagement and brand loyalty.

The role involves working collaboratively with the team to help design, develop and implement strategies that align with our brand and business goals.

- Engage with the Carrot community on our social platforms (Twitter, Facebook, Instagram and LinkedIn)
- Fully immerse in Carrot Rewards social channels to ensure timely and topical communications by commenting and curating content that is on strategy
- Copy write and/or edit content specific to the four social platforms
- Assist in curating relevant visual and video content
- Ghostwriting, where/when applicable (LinkedIn)
- Community management and engagement
- Provide detailed monthly reports and analysis on performance, trends, key learnings and make recommendations for improvements
- Analyze the effectiveness of social campaigns
- Initiate and encourage positive conversation with Carrot's social community
- Work collaboratively with Creative Content Manager and Marketing Associate to determine KPIs and review/adjust strategy accordingly
- Advanced skills in Google Analytics, Hootsuite and PowerPoint
- Ability to work in a fast-paced environment and prioritize multiple assignments simultaneously
- *Priority:* Closely monitor and engage with key provincial ministry profiles (provided)

HOW TO APPLY: If you are interested and meet the criteria specified above, please send a résumé to careers@carrotinsights.com. We thank all applicants; however, only those selected for an interview will be contacted