



we're on the hunt for a
community manager

at the top, where it should be

We choose to be an equal opportunity employer. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, parental status, veteran status, disability status or on any other basis. It's unforgivable to be any other way.

about us

We're on a mission to put real product into messaging. All messaging. Everywhere.

What does this mean? Well, imagine a friend is having a bad day, but the coffee cup emoji in your message to her becomes coffee in her hands - a bridge from the mobile to the real world if you like. A "realmoji" for when words are not enough.

That's a huggg.

what are we looking for?

The aim of our community manager is to support in creating a lasting and engaging relationship with our current and future customer base. You will do this by creating engaging content and sparking interesting conversations that align with our company values and shifting priorities both on and offline. The outcome is that we are able to refer to the customer in our decision making, and drive stronger organic word of mouth referrals from a ready army of fans who have a personal relationship with our company.

Warning: this role is for someone who is looking to sink their teeth into something both challenging and creative. It is a forward-facing, dynamic position and we need someone who is going to hit the ground running and get involved in everything a startup needs to do to succeed. This job is demanding and rewarding in equal measure and we are looking for someone who is craving both those things.

about the role

Social media management

- Ensure a good understanding of the goal/purpose of each of our platforms and ensure each one is being met (or adapted as we grow).
- Ensure we are sparking interesting conversations and diving into relevant existing ones. We need to understand what makes our user groups tick and have a presence wherever they exist.
- Work with our growth person to grow our social media audience to 50k followers by early next year.
- Take our social media efforts by the horns and create shareable content.
- Feedback on huggg social media performance and user feedback.
- Deliver timely and memorable customer service to anyone who reaches out to HQ for help or otherwise.

Content creation

- Come up with creative and engaging blog post/community page ideas based on themes, campaigns or shifting priorities.
- Write flawless, optimised blog and website content in line with our ToV.
- Assist in the creation of printed collateral for a variety of purposes.
- Support with creating beautiful, engaging emails with high click through and conversion rates.
- Support with creation and implementation of timely push notifications, SMS, ad hoc GMASS emails

PR

- Come up with engaging ways to 'wow' press and other authorities.

- Find influencers who are on brand and build organic relationships with them with a view to work together.
- Assist with preparing for huggg hosted and external events.
- Provide feet on the ground at events in order to reach goals intended.

about you

You must demonstrably:

- Have some experience managing social media for an organisation
- Have some basic Photoshop skills
- Be very comfortable getting to grips with new software and CMS
- Have very strong writing skills
- Be able to adapt your writing to suit our tone of voice
- Be a curious, self starter with an eagerness to learn
- Have a meticulous eye for detail
- Be a people person and tackle obstacles with a sense of humour
- Have an interest in tech
- Love social media - even for all its flaws!
- Understand the fundamentals of SEO and ASO
- Have some experience with MailChimp or zoho campaigns
- Have some experience running Facebook ads

what's in it for you?

- Influence, trust and impact inside a well-funded VC-backed early startup that's scaling.
- Work alongside other talented and friendly folk, who are keen to learn and improve skills, and with access to the wider VC's family of portfolio companies and your peers inside that family.

- High impact role where you'll have the autonomy to develop our platform quickly and have your product inside the pocket of millions around the world.
- And it goes without saying - a competitive salary, pension, meaningful stock options and an office with free coffee and yoga, etc.

are you a fit?

Our people:

- Know this is a safe place to take risks
- Think big and don't allow boundaries to limit their imagination
- Challenge, question and debate to get the best out of each other
- Have an equal voice and a right to be heard
- Know that asking for help is a strength, and giving help is a privilege
- Progress on merit, and merit alone
- Know that a team is stronger than an individual, but that sometimes a single contrarian view can be most correct
- Don't dwell on what they can't influence, and instead focus on what they can
- Add value and get stuff done, each and every day
- Are happy to be on a never-ending mission

To apply for this exciting role, [head over to Workable](#) and show us what you've got.