



Social Media Strategist & Content Manager (Festivals)

Location: Remote/Flexible

Job Type: Part-Time/Contract

Hourly Rate: \$26 - \$32 per hour (based on experience and skill set)

About Us

We produce premium food and wine festivals, bringing together top-tier vendors, industry professionals, and engaged consumers. Our festivals celebrate culinary excellence while providing an educational and accessible experience for attendees. As we continue to grow, we're seeking a **Social Media Strategist & Content Manager** to refine our online presence and expand our digital community.

Who You Are

You have a background in social media management and are looking to deepen your expertise in strategy, content development, and audience engagement. You're passionate about food and wine and understand how to craft compelling digital narratives that educate, inspire, and drive engagement.

Key Responsibilities

- **Develop & Execute Social Media Strategy:**
 - Create and implement a structured social media plan tailored to our festival brand.
 - Define key platforms, posting schedules, and engagement tactics to grow our digital footprint based on our marketing strategy.
 - Identify and engage with industry-relevant accounts to build credibility and community.
- **Content Creation & Curation:**
 - Generate original, high-quality content (text, images, videos, reels, stories) as needed with preexisting content.
 - Work closely with festival vendors and partners to highlight their products through engaging posts.
 - Ensure all content aligns with festival branding, messaging, and goals.
- **Engagement & Community Management:**
 - Monitor and interact with our audience across all platforms.
 - Respond to comments, messages, and festival-related inquiries in a timely manner.
 - Build relationships with key industry influencers, vendors, and attendees.
- **Performance Testing & Strategy Optimization:**
 - Track social media engagement metrics to assess strategy effectiveness.
 - A/B test different content formats, posting times, and engagement approaches.
 - Adjust tactics based on data-driven insights and audience behavior trends.
- **Audience Database & Paid Strategy Integration:**

- Develop and manage databases for key audience segments, helping refine targeting for both organic and paid strategies.
- Work alongside paid advertising efforts to optimize content and ensure consistency in messaging.
- Monitor ad performance and provide feedback to enhance reach and ROI.

Compensation & Rate

- This is a contract/part-time position with an **hourly rate of \$26 - \$32 per hour**, depending on experience and expertise.
- Candidates with extensive experience in paid social media strategies, influencer marketing, or video content creation may be considered at the higher end of this range.

Qualifications & Skills

- **Social Media Expertise** – Proven experience in social media strategy, content creation, and community management.
- **Platform Knowledge** – Strong understanding of Instagram, Pinterest, Facebook, TikTok, and emerging digital platforms.
- **Data & Analytics** – Experience with pixel creation/placement and leveraging data for audience insights. Familiarity with social media analytics tools (Meta Insights, Google Analytics, etc.).
- **Creative & Technical Skills** – Proficiency in Adobe Creative Suite, video editing tools, and content production.
- **Marketing & Paid Media** – Basic knowledge of paid social advertising, audience targeting, and engagement strategies.
- **Global & Local Market Awareness** – Understanding of regional vs. international market dynamics.
- **Passion for Food & Wine** – Enthusiasm for the industry with a drive to make products and vendors more accessible and educational to consumers.
- **Strategic & Adaptive Mindset** – Ability to work independently, think critically, and stay ahead of trends in an evolving digital landscape.

Bonus Skills (Nice to Have, but Not Required)

- Previous experience working in the food, beverage, or event industry.
- Familiarity with influencer marketing and brand collaborations.

Why Join Us?

- Hands-on opportunity to shape the digital presence of premium food and wine festivals.
- Room for growth and development within a fast-paced, creative environment.
- Flexible work schedule with the ability to implement innovative strategies.

If you're eager to refine your social media expertise while working with a brand that celebrates food, wine, and education, we'd love to hear from you!

To Apply: Send your resume, portfolio (if available), and a short statement on why you're excited about this role to Info@vicwf.com before April 1st, 2025.