

Social Media Manager

Independent Contractor (1099) | Hybrid – Tucker, GA

Brown Sugar Babe

Engagement Summary

Brown Sugar Babe is seeking an experienced and results-driven Senior Social Media Manager to provide professional social media marketing services supporting the company's luxury fragrance brand. This high-impact independent contractor engagement is responsible for developing and executing strategic social media initiatives that strengthen brand awareness, increase audience growth, drive customer engagement, and support overall business objectives.

Working collaboratively with the Creative Director and designated business stakeholders, the Senior Social Media Manager will lead the planning, execution, optimization, and performance of Brown Sugar Babe's social media presence while ensuring a consistent luxury brand experience across all digital platforms.

This engagement is project-based and deliverable-driven and is ideal for a creative marketing professional who thrives in a fast-paced environment while independently managing multiple initiatives.

Scope of Services

The Senior Social Media Manager is engaged to provide professional social media marketing services that support Brown Sugar Babe's luxury brand identity and business objectives.

Services may include, but are not limited to:

- Develop and execute strategic social media initiatives that increase brand awareness, audience growth, customer engagement, and overall digital presence.
- Develop and manage content strategies across all social media platforms while maintaining Brown Sugar Babe's luxury brand voice, messaging, and visual identity.
- Create, capture, edit, and publish engaging short-form and long-form video content, photography, motion graphics, and multimedia assets optimized for each social media platform.
- Identify, evaluate, and capitalize on emerging social media trends, platform updates, viral content opportunities, creator trends, trending audio, and cultural moments to maximize audience engagement and business growth.

- Plan, coordinate, publish, and optimize campaigns supporting product launches, marketing initiatives, influencer collaborations, retail promotions, and community engagement.
- Monitor, analyze, and report on campaign performance while providing strategic recommendations to improve content effectiveness and support business objectives.
- Collaborate with the Creative Director and designated business stakeholders to develop innovative social media strategies, identify emerging opportunities, and strengthen Brown Sugar Babe's digital presence.

Specific projects, deliverables, priorities, and timelines will be communicated throughout the engagement based on business needs.

Required Qualifications

The ideal contractor will possess:

- Bachelor's degree in Marketing, Communications, Digital Marketing, Public Relations, Business Administration, or a related field, or an equivalent combination of professional experience and an exceptional portfolio.
- Minimum of five (5) years of professional social media marketing experience with demonstrated success developing and executing social media strategies that drive measurable business growth, audience engagement, and brand awareness.
- Exceptional portfolio demonstrating successful social media campaigns, content strategies, audience growth, creative execution, and measurable business results.
- Advanced knowledge of Instagram, TikTok, Facebook, Pinterest, YouTube, LinkedIn, Threads, emerging social media platforms, platform-specific best practices, social media algorithms, and audience engagement strategies.
- Advanced proficiency with Meta Business Suite, TikTok Business Center, social media management platforms, analytics and reporting tools, content scheduling platforms, Canva, Adobe Creative Suite, Adobe Premiere Pro, CapCut, After Effects, and AI-powered creative and productivity tools such as ChatGPT, Adobe Firefly, Midjourney, Gemini, Claude, or comparable technologies.
- Demonstrated ability to create, capture, edit, and optimize high-performing short-form and long-form video content, photography, motion graphics, and platform-specific creative assets.
- Demonstrated ability to identify emerging social media trends, platform updates, viral content opportunities, creator trends, trending audio, and consumer behaviors and translate those insights into engaging, high-performing content.
- Demonstrated experience planning and executing influencer marketing campaigns, community engagement initiatives, product launches, and performance-driven social media campaigns.
- Strong understanding of digital marketing, consumer behavior, social media analytics, content optimization, audience engagement strategies, copywriting, storytelling, and brand communication.
- Proven ability to collaborate with creative leadership and cross-functional stakeholders while successfully managing multiple projects and consistently delivering measurable business results in a fast-paced environment.

Preferred Qualifications

Preference may be given to contractors with experience in:

- Beauty, fragrance, cosmetics, luxury retail, fashion, or consumer packaged goods (CPG) industries.
- Designing and executing social media strategies for premium or luxury consumer brands.
- Supporting high-growth direct-to-consumer (DTC) and e-commerce businesses.

Independent Contractor Engagement

This opportunity is offered as an independent contractor (1099) engagement. The selected contractor will provide services pursuant to Brown Sugar Babe's Independent Contractor Agreement.

How to Apply

Interested contractors should submit:

- Resume.
- Professional portfolio demonstrating successful social media campaigns, content strategies, audience growth, creative execution, and measurable business results.
- Links to professionally managed social media accounts or portfolios (if applicable).

Applications submitted without the required portfolio will not be considered.

Equal Opportunity

Brown Sugar Babe is committed to providing equal opportunity in the selection of independent contractors. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other characteristic protected by applicable law.