

Social Media Strategist

Full-Time | Remote

At **VMM Collective**, social media is not a distribution channel alone. It is a brand touchpoint. We use content to shape perception, build trust, and create long-term recall - not just short-term engagement.

We are looking for a **Social Media Strategist** who understands how strategy, storytelling, and design work together to build meaningful brand presence across platforms.

Role Overview

As a Social Media Strategist at VMM Collective, you will work closely with the **Creative Director, Brand Strategist, and Design team** to translate brand strategy into clear, consistent, and compelling content ecosystems. You will be responsible for shaping content direction, guiding execution, and ensuring every post serves a larger brand narrative.

Key Responsibilities

- Develop and execute platform-specific social media strategies aligned with brand positioning and business goals
- Translate brand strategy into content frameworks, themes, and narratives across platforms
- Oversee creation of visual and written content in collaboration with designers and copywriters
- Ensure consistency in brand voice, tone, and visual identity across all social media touchpoints
- Manage content calendars, scheduling, and publishing workflows
- Monitor trends, audience behaviour, and platform shifts to inform content decisions

- Track performance metrics and derive insights to optimise content and growth strategies
- Prepare clear performance reports and strategic recommendations for internal and client use
- Guide community engagement strategy, including response frameworks and moderation approach
- Stay updated with evolving social media best practices and platform algorithms.

Job Specification

Qualifications

- Degree in Marketing, Communications, Digital Media, or a related field
- Proven experience managing and strategising social media for brands
- Strong understanding of Instagram, Facebook, LinkedIn, and emerging platforms
- Ability to interpret analytics and translate data into actionable strategy
- Working knowledge of content creation workflows and collaboration with design teams

Skills & Competencies

- Strategic thinker with a strong understanding of branding and storytelling
- Strong organisational and planning skills
- Ability to balance creativity with structure and intent
- Clear communicator with strong presentation and documentation skills
- Independent problem-solver who takes ownership of outcomes
- Detail-oriented with a strong sense of visual and verbal consistency

What You Can Expect

- Work on strategy-first branding projects across industries
- A remote-first, collaborative working culture
- Direct involvement in shaping brand narratives, not just posting content
- Space to think long-term, test ideas, and build scalable content systems

Location: Remote

Employment Type: Full-Time

At VMM Collective, we look for people who don't just create content - but build brands with intention.