



POSITION: Social Media Manager

COMPANY: [Melanin Money](#)

REPORTING TO: George Acheampong, Co-Founder

STATUS: FT Employee (W2)

COMPENSATION: \$60,000-64,000/yr, based on experience

BENEFITS: Health and personal life insurance, generous holiday allowance, financial planning services, flexible schedule, remote

LOCATION: Remote; core business hours are 9AM-6PM ET, with flexibility for extended hours (50+) and weekend availability during launches and events; open to US residents, with a preference for applicants in ET or CT; must be available to travel 3-4 times per year

START DATE: May 27, 2025

APPLICATIONS ACCEPTED THROUGH: May 8, 2025

## ABOUT THE SOCIAL MEDIA MANAGER POSITION

At Melanin Money, we are on a mission to close the Wealth Gap by \$100 billion— by helping one hundred thousand people of color achieve their first \$1 million in net worth. Through *curriculum*, *community*, and *coaching*, we help people of color build wealth so that they can live the life they always dreamed of.

We are excited to be searching for an experienced **Social Media Manager** with a strong analytical and creative skillset to join our championship team! *This is not an entry-level role.* The candidate who joins us has a minimum of 3 years of previous experience in a social media management role, along with a proven track record of leveraging data-driven strategies to achieve measurable growth, supported by a portfolio of successful campaigns.

This is a remote, full-time employee role, open to US residents, with a strong *preference for applicants located in Eastern or Central Time Zones*. Candidates must be able to work during our business hours (9AM-6PM ET Mon-Fri) with some weekend flexibility and increased hours during launches, and must be available to travel 3-4 times per year.

## YOU'RE PERFECT FOR MELANIN MONEY IF...

- Data-driven social media strategy is your superpower; you are obsessed with digging into the data in real-time and figuring out how you can adjust tactics to improve results.
- You are equal parts analytical thinker and creative storyteller—you don't just post content, you align content with broader business goals, craft narratives with purpose, and measure their impact in real time.
- You're an integrative thinker. You know how to connect a strong brand narrative with a results-driven organic social strategy across Instagram, TikTok, Facebook,

and LinkedIn.

- You have a sharp eye for design and know how to create on-brand, visually compelling Canva graphics that align with current trends and drive engagement.
- You can take existing footage and turn it into polished social content—trimming clips, adding text overlays, and pairing it with trending audio like a pro.
- You deeply understand how to maximize organic reach—you know how to leverage platform-specific features (like Reels, Stories, LinkedIn Articles, etc.) to drive meaningful engagement and sustainable growth.
- You are obsessed with staying ahead of the curve—you track emerging social media trends, platform updates, and algorithm changes, and proactively incorporate new ideas into your strategy to keep content relevant and engaging.
- You can confidently interpret platform analytics across Instagram, TikTok, Facebook, and LinkedIn, turning raw data into actionable insights that directly inform content strategy.
- You thrive in a highly autonomous role. You're self-sufficient, resourceful, and independently take action to move goals forward.
- You have a strong internal compass and know how to confidently pivot projects when approvals are delayed, while still looping in the right people with clarity and tact.
- You trust your expertise. You can run with a vision, shift priorities with agility, and confidently share ideas around content and tactics to improve results.
- You're proactive and highly organized—you know your way around a work management tool, and thrive in a fast-moving, remote environment.
- You care deeply about integrity. You take full ownership of your work, your word, and the way you show up professionally.
- You're a team player with a collaborative spirit, whether that means partnering with a videographer or collaborating with other departments—you bring others in to elevate the vision and bring social strategy to life.
- You are genuinely excited to be part of our mission to close the wealth gap for people of color and empower aspiring Melanin Millionaires, and you're ready to use your gifts to help scale that message across the world.
- You have at least 3 years of proven success in a social media management or similar role (this is a requirement).
- You have at least 1 year of experience working on a fully remote, cross-functional team (not required, but a plus).
- You have a solid understanding of the financial landscape and can confidently curate relevant and credible content (this is a requirement).
- You have familiarity or some experience with the coaching space and can create content that connects with audiences, builds trust, and inspires action.

## RESPONSIBILITIES

### *Social Media Strategy + Campaign Planning*

- Translate the high-level marketing strategy (provided by the Director of Marketing) into actionable social media tactics that align with broader business objectives and drive engagement, traffic, and lead generation.
- Strategize content types and posting approaches aligned with platform-specific trends and audience behaviors to maximize organic reach and engagement.
- Continuously stay informed about new platform features, best practices, and emerging social media strategies to keep Melanin Money's digital presence innovative and effective.
- Curate and monitor a shortlist of high-performing social media pages and market leaders to stay on top of emerging tactics and trends.

- Incorporate relevant trend insights to propose new campaign ideas and guide tactical adjustments (e.g., "If we post X, I anticipate Y results").
- Adjust tactics in real time based on data performance and campaign feedback to ensure goals are met.

#### *Content Creation + Repurposing*

- Design on-brand graphics for news-related posts, member spotlights, and merchandise promotions on the Melanin Money page.
- Edit video content by adding text overlays, incorporating trending audio, and transforming behind-the-scenes footage into engaging, relatable posts.
- Produce three to five short-form videos (e.g., Reels) per podcast episode release, aligned with the publishing calendar.
- Create graphic carousel posts and repurpose Reels and video content from external sources to drive engagement.
- Regularly create and refresh content assets to sustain evergreen content strategies and campaign-specific initiatives.
- Repurpose existing content (emails, blog posts, videos) into platform-optimized formats to maximize reach, visibility, and content lifecycle.
- Curate credible, on-brand content that resonates with audiences in the financial empowerment and coaching spaces, ensuring relevance and trustworthiness.
- Collaborate with videographers, designers, and cross-functional teammates to ensure cohesive execution of content strategies.

#### *Content Publishing + Calendar Management*

- Schedule, post, and proof all social content to ensure error-free, timely publishing aligned with the editorial calendar and brand standards.
- Take proactive ownership over publishing timelines and project deliverables, ensuring steady progress even when awaiting external approvals.
- Manage and maintain the content calendar to ensure daily posting on designated platforms (Instagram, TikTok, Facebook, LinkedIn).
- Adjust posting frequency during active campaigns, scaling up to multiple posts per day when necessary.
- Ensure timely posting aligned with the broader campaign calendar, including occasional weekend content for major launches or events.
- Maintain organized content libraries and archives, ensuring assets are easily accessible, up-to-date, and aligned with ongoing campaigns and brand standards.
- Maintain up-to-date task progress and status visibility within the team's project management system (Monday.com), ensuring alignment with publishing deadlines and campaign goals.

#### *Community Management + Engagement*

- Engage daily across all social media platforms and in relevant groups by responding to DMs, mentions, comments, and initiating conversations to foster organic community growth and strengthen audience relationships.
- Monitor audience feedback and sentiment, using insights to guide future content creation and engagement strategies.

### *Analytics + Performance Optimization*

- Deliver weekly performance reports, highlighting key metrics, trends, and actionable insights.
- Analyze platform analytics to assess what's working, what's not, and pivot content strategy accordingly.
- Track progress toward campaign KPIs (e.g., lead generation) and iterate plans based on real-time performance data.
- Provide strategic feedback and recommendations to the Director of Marketing when performance targets are off-track, suggesting tactical shifts supported by data.

### TOOLS YOU'LL USE

Canva	LinkedIn	
Circle	Monday.com	TikTok
Facebook	Shorby	Threads
Instagram	Slack	Zoom

### ABOUT THE FOUNDERS + MELANIN MONEY

George Acheampong is a finance and entrepreneurship thought leader, and Co-Founder of Melanin Money. With over a decade of experience as a financial advisor and wealth planner, he is also the Founder and Managing Partner of Capitalwize, LLC - a Financial Planning and Investment Management Firm.

Carter Cofield is a Certified Public Accountant (CPA), Personal Financial Specialist (PFS), and Co-Founder at Melanin Money. He is also the Lead Advisor at Cofield Advisors, LLC, and has devoted his professional journey to empowering entrepreneurs to thrive by strategically navigating their taxes.

Melanin Money is the #1 Brand for wealth builders of color, creating a space curated exclusively to serve aspiring and current 1st Generation Melanin millionaires—helping them become legacy leavers for their families.

### OUR CORE VALUES

- **INNOVATION:** We never settle for doing things the old way. We stay curious about how we can make things more seamless, refined and world-class for our clients.
- **COLLABORATION:** We operate as a team. We provide support to one another. We help each other and express empathy.
- **EXCELLENCE:** We set the standard. We don't check the box and do anything status quo. We make it clear that we are the market leaders in all that we do.
- **INTEGRITY:** We do the right thing, the right way. We don't take shortcuts because it only comes back to bite later on.

→ **ACCOUNTABILITY:** We do what we say we are going to do, when we say we are going to do it. When things don't go as planned, we take ownership and fix it immediately, instead of waiting and pointing blame.

**>> APPLY by MAY 8, 2025.**

*Melanin Money is an equal-opportunity employer. We are committed to creating an inclusive and diverse workplace where all employees are treated with respect and dignity. We provide equal employment opportunities to all individuals without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, neurodiversity, age, veteran status, military service, political affiliation, or any other characteristic protected by law. We encourage applicants of all backgrounds to apply. If you need assistance or accommodation due to a disability, you may contact us at:*

*[hr@melaninmoney.com](mailto:hr@melaninmoney.com)*

*This job description is not all-inclusive, and certain activities, duties or responsibilities may be required of the employee as needed.*

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