

Style Mobb University
1777 Phoenix Parkway
Building 100 Suite 120
College Park, GA 30349
HR@StyleMobbUniversity.com
(404)343-3223



Position: Hybrid Social Media & Marketing Manager **Location:** Remote/Hybrid

At Style Mobb University, we are dedicated to nurturing the next generation of beauty professionals. Our innovative approach to cosmetology education combines creativity, hands-on experience, and an unwavering commitment to excellence. As we continue to expand our reach and influence, we're looking for a dynamic Hybrid Social Media & Marketing Manager to join our team.

Position Overview:

Are you a creative visionary with a passion for storytelling and a knack for digital marketing? Do you love crafting compelling narratives and engaging with an online community? If so, we're looking for you! As our Hybrid Social Media & Marketing Manager, you will play a key role in defining and executing our digital marketing strategies, enhancing our brand identity, and driving engagement across all platforms.

Key Responsibilities:

- **Social Media Strategy:** Develop and implement creative social media strategies that align with our brand goals and attract prospective students.
- **Content Creation:** Craft, curate, and manage engaging content across various digital platforms, including visual, written, and video content.
- **Community Engagement:** Foster a positive and interactive online community by responding to comments, messages, and posts. Actively engage with current and prospective students.
- **Analytics and Reporting:** Monitor, analyze, and report on key performance metrics. Utilize insights to refine and enhance our digital strategies.
- **Collaborative Campaigns:** Work closely with cross-functional teams, including Admissions, Student Services, and Faculty, to create integrated campaigns that elevate our brand presence.
- **Brand Storytelling:** Develop consistent messaging and storytelling that reflects our mission, values, and the transformative power of education at Style Mobb University.
- **Digital Advertising:** Coordinate and manage digital ad campaigns, maximizing reach and return on investment.



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Qualifications:

- Proven experience in social media management and digital marketing, preferably in the education or beauty industry.
- Strong portfolio showcasing creative content and successful marketing campaigns.
- Excellent verbal and written communication skills, with the ability to craft clear, creative, and compelling content.
- Proficiency in social media platforms, analytics tools, and content scheduling platforms.
- Creative thinker with a strategic mindset, capable of both generating ideas and delivering results.
- Ability to work independently in a hybrid/remote setting while collaborating effectively with a team.
- Bachelor's degree in Marketing, Communications, or a related field is preferred. Or Proven successful experience.

Why Join Us?

- Be part of a forward-thinking institution that empowers creativity and innovation.
- Collaborate with a passionate and supportive team dedicated to making a difference in the beauty education field.
- Enjoy a flexible hybrid work environment that promotes work-life balance.
- Opportunity for professional growth and development.

How to Apply:

Ready to make your mark on the future of cosmetology education? We'd love to hear from you! Please submit your resume and a cover letter detailing your experience and passion for digital marketing. Include links to your portfolio or examples of your work. Apply today at <https://www.stylemobbuniversity.com/now-hiring>

