



High Bridge Management Academy - Social Media Specialist

Remote & flexible: This is a part-time (10-15 hrs/week) contractor role

Company

High Bridge Management Academy offers leading virtual bootcamps that are delivered by a team of 50+ ex-McKinsey, Bain, and BCG consultants with over 150+ years of combined consulting experience. High Bridge is dedicated to bringing elite interview and consulting skills to young talents and aiding them in securing jobs at leading companies and allowing them to thrive in their careers.

If you are eager to **develop your marketing and business skills in a high-performing environment** and want to **work with a great team of vibrant people like you**, this is a great opportunity. Working at an EdTech startup can be a great addition to your CV and portfolio! This has the potential of becoming a long-term position for the right candidate. You will join at an exciting time, and can play a key role in shaping our Social Media Marketing strategy.

What you'll do

As a Social Media Specialist at High Bridge, you'll work closely alongside our Creative and Growth teams. You'll work on things like: researching & brainstorming content ideas, writing engaging social media copy, leading creatives to achieve desired outcomes, managing the content calendar.

We're looking for a creative thinker who will help us with social media content and strategy.

This role is highly versatile, giving you a chance to be both creative and strategic!

You will enjoy a high degree of autonomy and responsibility in a high-paced startup.

This is the job for you if you:

1. Enjoy researching and creating engaging and valuable content
2. Like taking a data-driven approach
3. Are solution-oriented
4. Are creative and willing to experiment

Your purview of responsibility will include:

- Coordinating content across the current social media team
- Researching and developing content ideas & concepts
- Writing engaging copy for social media
- Coordinating the day-to-day handling of all social media channels such as Instagram, Facebook, and LinkedIn, adapting content to suit different channels
- Managing and facilitating social media communities by responding to social media posts and developing discussions
- Encouraging collaboration across teams and departments



Requirements

While we're quite flexible regarding your background and job experience, the following are absolute must-haves (we're sorry if this is a disqualifier in any way):

- Bachelor's degree or final year of bachelor's studies (Marketing, Business, Finance or a similar major)
- Social media content creation experience or high interest in the business and consulting industry
- Ability to work in a global team with time zones stretching from Buenos Aires to Shanghai.
- Fluency in English, both verbal and written, with the ability to proofread and correct English content.
- High level of curiosity for research and content improvements

Nice-to-have (not mandatory, can be considered a plus)

- At least 1 year of experience as a Social Media Specialist or a similar role
- Reporting and measurement
- Instagram & Facebook management and strategy
- Graphic design experience (in Canva)

Bonus points if you already have prior experience working in the coaching, mentoring, or online education sector.

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