



## Hiring: Head of Social Media & Platform Marketing Expert

Employment type: Part-Time with potential to grow into full

Company: MAMA TREE

Location: Ojai, CA [remote possible]

Industry Focus: Regenerative Agriculture and Positive Cultural Change

### About Us:

MAMA TREE is a dynamic regenerative farm dedicated to transforming a once-conventional citrus orchard into a living laboratory of diverse orchard plots. Using Permaculture Design, Holistic Grazing Management, and Regenerative Organic practices, we graze our 20-acre orchard with goats, donkeys, and chickens focusing on building soil, nourishing the trees, and farming with nature. We work hard to create the cleanest, yummiest, most ethically grown and produced products on the market so you can eat with a healthy conscience. We keep our ingredients as local as possible (mostly from our own farm).

We also pride ourselves on delivering high-quality, educational content that makes a positive impact on our audience. As we continue to grow, we're seeking a talented Head of Social Media and Platform Marketing Expert to join our team and elevate our online presence and educational content.

We grow good food well and innovate tools that induce smarter ways of (re)connecting to and accelerating beneficial ecosystem processes. We are seeking to connect with the best land stewards and environmentally minded change makers to build a forward thinking local cooperative and an advanced food- and land-centric educational platform. The goal to mark our success is: creating cooperatives in upper ojai/ojai to maximize local water and carbon sequestration, scale up the availability of local Regenerative Organic products, fill up our in-person and online workshops, and progress humanity towards a better future.

### About The Role

We are looking for a passionate, proactive, and experienced Head of Social Media and Platform Expert. Our brand is aiming to become more active and engaging with educational content on [Facebook](#),

[Instagram](#), [Youtube](#), and our own [newsletters](#) & [blog](#), while also growing to TikTok and other possible platforms. In this role you will coordinate with the Mama Tree staff on:

- Social Media
- Content Marketing
- Blog (Mama Tree 'Deep Dives')
- Website Development

This role requires an ability to think creatively and analytically, look at numbers and conversion metrics per platform and scale engagement as well as revenue. You need to be familiar with all channels. You are a visionary leader looking for new opportunities, and an innovator, always coming up with new ideas to grow and scale. The ideal candidate will pay for themselves, finding opportunities for monetization that cover their salary.

## Responsibilities:

### Content **Strategy** and Execution:

- Develop and implement a comprehensive social media strategy aligned with our brand and objectives, such as expanding our student audience.
- Create engaging and shareable educational content that has the potential to go viral across various platforms.

### **Collaboration and Coordination** with Co-Farm Director:

- Work closely with the Co-Farm Director, Natalie, to strategize, conceptualize, script, and produce educational videos and materials.
- Ensure that content not only educates but also aligns with strategic objectives and resonates with a wide audience.

### Creation:

- Ensure our social content is on brand, authentic, and of the highest quality. Having a “good eye” is crucial.

### Platform Expertise and Growth:

- Stay abreast of social media trends, algorithm changes, and emerging features to optimize our presence.
- Stay abreast of SM innovations like AI-using social media tools.
- Leverage platform-specific best practices to maximize organic reach and engagement.
- Know what works best on different platforms and apply this knowledge to build our platform- and content strategies.

### Community Engagement:

- Foster and maintain active engagement with our online community by responding to comments, messages, and facilitating meaningful conversations.
- Cultivate relationships with influencers and collaborators to expand our reach.

### Data Tracking, Analysis, and Optimization:

- Utilize analytics tools like Google Analytics and FB Insights to track and analyze performance metrics that help us improve our content and social media activity on a day-to-day basis.

- Make data-driven recommendations for optimizing content strategy and maximizing impact.

#### Paid Advertising:

- Work closely with our advertising team to ensure maximum reach and efficient use of ad budget (FB ads experience is a big bonus).

#### Requirements:

- Mission driven and passionate about distributing life-changing messages across platforms
- Love for nature, farming, as well as personal growth content. You need to grasp various concepts and teachings quickly and make sure our content/social media represents those concepts accurately
- Proven experience as a Social Media Manager with a track record of successfully creating viral content
- Strong portfolio showcasing your social media/ brand growing achievements, storytelling abilities, and proficiency in executing content strategies
- In-depth knowledge of social media platforms, trends, and analytics
- Excellent written (copywriting) and verbal communication skills in English
- Excellent organizational skills
- High levels of autonomy, self-motivation and self-organization
- Proficiency in video editing tools and a keen eye for visual storytelling
- Passion for education and a commitment to creating content that informs and inspires
- Ability to conduct effective interviews to draw out key information
- Proficiency with AI content-making and organizing tools
- Skills in monetizing Social Media
- Project management experience. We always have various projects going on and work with multiple teams

#### How to Apply:

Interested candidates must submit:

- A cover letter.
- Your resume in PDF format.
- Include your portfolio showcasing your skills and achievements or links to work samples such as software, designs, or writing you have created so we can see proof of your talents.
- Optional: Your video cover letter. Record yourself speaking in a 3-minute video and upload it to YouTube. Tell us about your mission in life and how you grow yourself each day on the path towards it. How does MAMA TREE fit into that journey?

Please email your application to [mamatreeojai@gmail.com](mailto:mamatreeojai@gmail.com)

#### Benefits:

- Pay is commensurate with experience
- Opportunities for professional development and advancement within the organization
- A meaningful work environment dedicated to education and regenerative agro-ecological systems

## Deadline for Applications:

Position is open until filled. This form will be taken down from the website when filled.

Join us in revolutionizing education through compelling content and strategic social media engagement. We look forward to welcoming a dynamic and creative Social Media Manager to our team!

MAMA TREE is an equal opportunity employer and does not discriminate on the basis of race, color, religion, gender identity or expression, national origin, age, disability, marital status, sexual orientation, or any other legally protected status. We are committed to creating a diverse and inclusive workplace and encourage applications from all qualified individuals.

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