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**North Andover, MA 01845**

**[www.men-yue.com](http://www.men-yue.com)**

**Job Title:** Social Media Marketing Manager

**Location:** Remote/Flexible with Travel as Needed; Local to North Andover, Massachusetts preferred.

**Compensation:** Per Project Basis – Hourly & Performance-Based + Travel Compensation (as required)

**Type:** Contract Position (1099 Independent Contractor)

## **About Our Company**

Menyue is a Black/Hispanic-owned, Woman-led catering and event company committed to the art of bringing people together through food. Rooted in culture, community, and connection, Menyue creates unforgettable experiences with carefully curated menus and event services that celebrate tradition, innovation, and joy. Our team is passionate about hospitality, authenticity, and crafting culinary moments that unite diverse audiences.

## **Position Summary**

Menyue is seeking a dynamic, creative, and results-driven **Social Media Marketing Manager** to join our team on a contracted, project-based basis. This independent contractor (1099) position will lead our efforts in developing and executing engaging social media strategies that elevate our brand presence, boost engagement, and drive growth across platforms.

You will be instrumental in helping Menyue stay ahead of social media trends, creating performance-driven campaigns, and providing analytics that inform decision-making. This role will require a self-starter who thrives in a flexible, collaborative environment and is deeply familiar with the digital marketing space.

## **Key Responsibilities**

- Work closely with the Menyue team to discuss branding efforts and make changes accordingly.
- Develop and implement strategic social media marketing plans aligned with Menyue's goals and brand identity.
- Manage and grow Menyue's presence on Instagram, Facebook, TikTok, LinkedIn, and other relevant platforms.
- Create engaging, original content including images, video, and copy that reflects the voice of the brand.
- Monitor performance metrics (engagement, reach, conversion, etc.) and deliver regular reports.
- Identify and capitalize on emerging social media trends and tools to increase reach and visibility.
- Collaborate with internal team and contractors (photographers, videographers, chefs) to source compelling content.
- Respond to audience interactions in a timely and brand-appropriate manner.
- Track and measure performance for each campaign, optimizing strategies accordingly.
- Travel to select events to create and capture live content when required (travel costs compensated).

## Requirements/Qualifications

- Proven experience in social media marketing, preferably in food, event, or hospitality industries.
- Demonstrated knowledge of marketing tools, performance analytics, and content strategy.
- Strong writing, editing, and visual storytelling skills.
- Up-to-date with social media trends, algorithms, and tools (e.g., Meta Business Suite, Canva, Later, etc.).
- Ability to work independently, meet deadlines, and manage multiple projects.
- Access to high-speed internet, reliable equipment, and design tools.
- Comfortable with occasional travel to events or meetings (expenses covered).
- Must meet all tax and legal obligations as a 1099 independent contractor.
- Bachelor's degree in business, marketing or other related field; Preferred.
- Proficiency in web analytics, SEO tools, and product feed management (e.g., Google Analytics)
- Deep knowledge of Google Ads, Bing Ads, Meta Ads, TikTok Shop, Search Ads 360
- Excellent project management, organizational, and communication skills.
- Strong leadership skills, with a track record for building and managing high-performing teams.

## Compensation & Structure

- This is a **1099 independent contractor** role paid on a **per project basis**.

- Compensation will reflect a combination of **hours worked and performance-based results**.
- Travel for project-related needs will be **compensated separately** upon prior approval.
- Flexible work schedule with deadlines and deliverables tied to each project.

**To Apply:**

Please send your resume, a short cover letter, and examples of relevant work (social media accounts, campaigns, etc.) to [Karina.Mejias@men-yue.com](mailto:Karina.Mejias@men-yue.com) .We're excited to meet creators who align with our mission and community-first values.