

Full Time Position: Social Media Manager

Location: hybrid position, remote + work from our Wisconsin offices (Lake Geneva or Madison). One day per week required in-office.

Reports to: Digital Director

Company Profile

Our company has been publishing exceptional magazines in the Lake Geneva area and beyond for 25 years, and currently publishes more than 20 magazines annually. We specialize in regional travel and tourism guides, home and garden magazines and meeting planning publications. Our readers and customers appreciate our superior quality and attention to detail.

Job Summary

The Social Media Manager is responsible for shaping and executing our social media strategy across all major platforms for several of our magazine brands, including BRAVA Magazine and At The Lake Magazine. You'll translate our editorial voice into scroll-stopping content, grow and engage our audience and collaborate closely with editorial, design and marketing teams to amplify our stories and brand.

Key Responsibilities

- Develop and manage the magazine's social media strategy across platforms such as Instagram, Facebook, and LinkedIn
- Create, schedule and publish engaging content including posts, Stories and Reels
- Collaborate with editors and designers to promote issues and articles
- Create video content with clients, event organizers and photographers
- Write compelling, on-brand captions and headlines tailored to each platform
- Engage with followers, respond to comments and messages and foster an active community
- Track performance metrics, analyze insights and report on growth, engagement and campaign success
- Support social coverage for issue launches and special projects
- Write and publish short website features that can be promoted on social media
- Identify and add industry events to website and promote on social media
- Ensure consistent brand voice, tone and visual identity across all social channels

Qualifications

- Experience managing social media for a brand, magazine, or digital publication
- Deep understanding of social platforms, analytics and best practices
- Strong writing and editing skills with a sharp editorial sensibility
- Basic design skills (Canva, Adobe, or similar)
- Proven ability to spot trends and turn them into timely, relevant content

- Experience with short-form video editing
- Experience with social scheduling and analytics tools (e.g., Planoly, Later, Buffer, Hootsuite, native insights)
- Comfortable working in a fast-paced, deadline-driven environment with the ability to prioritize responsibilities on a daily basis

How to Apply:

Please submit your resume, a brief cover letter and examples of social media accounts or campaigns you've managed to krouse@ntmediagroup.com.