



SOCIAL MEDIA MANAGER

FULL-TIME

DHARMA: TRAVEL-TECH INDUSTRY

LOCATION: Remote, preferred time zones between GMT-5 and GMT+5

DHARMA is a fast-growing, travel-tech startup whose innovative B2B2C business model creates, builds, launches, and operates trips and events for influential people and brands created around passion points - from fashion to wellness to food and wine. Together, we are creating a world where travel isn't about the WHERE but about the WHY.

About this role

A new role at DHARMA, we are searching for an experienced Social Media Manager to strategize the launch of DHARMA products across organic and paid channels with our Talent partners as well as power and grow the DHARMA owned channels. This person will be responsible for briefing, delivering, and in part, creating the organic and paid social content. Performance will be reported against KPIs and OKRs providing data-driven insights from GA4, social platforms and social tools. Success will be measured through social metrics, audience growth and above all the number of trips launched that pass viability.

Who you are

This role goes beyond traditional social media management. With creative spark and commercial understanding, you're a Social Media Manager with both excellent client management skills and an impressive understanding of how to create social media value.

You'll propose, build and deliver social-first campaigns based on strategic data-driven decisions and your growth-driven mindset. You'll strategize owned channel growth to build, engage and delight our audiences. You'll combine SEO tactics and AI innovation into effective, efficient and exciting content and campaigns for both DHARMA and our Talent partners. Proficient in using tools and services that drive performance across our primary platforms (Instagram, YouTube, Facebook, LinkedIn) you're adept at turning your hand to any other placement type on any other platform. With an eye for creative content: both written and visual, you'll know the nuances of social media formats; your Reels from your TikTok, your Partnership Ads from your Sponsored Posts. You'll write creative copy that flexes our brand and purpose as well as seamlessly slipping into the content streams of our Talent partners. You do all of the above through excellent collaboration. You are agile. You move extremely fast with limited resources to achieve the maximum. You always do the best you can with what you have.

Who you will be working with

You will report to the Marketing Manager as part of the Marketing and Growth team. You'll work collaboratively with internal teams, extensively with our Talent and Sales teams, to develop proposals,



determine campaigns and secure partnerships and trip sales success. You will work with and grow a pool of talented content producers, creators, and producers. You will have a client-facing role that will build strong, results-driven relationships with our Talent partners.

What you would be working on

Together with the Marketing Manager, a key focus will be to drive ongoing improvements in the Marketing function. The three main pillars of this role are managing, developing and delivering as follows:

1. MANAGE

- **Strategy.** Build successful social-first campaigns with our Talent partners that deliver against objectives, maximizing the use of content while minimizing the resource required.
- **Licensing.** Determine whitelisting campaigns and/or dark posting nurture streams for our Talent partners with co-management of minor and major accounts as an optional service.
- **AI Integration.** With a 'test-and-learn' approach explore and integrate AI for efficiency, effectiveness and for innovative social-first marketing.
- **Co-creation.** Collaborate with our Talent Partners as well as both Marketing and Talent teams to design content and creative assets that builds brand value, drives product excitement and maximizes sales.
- **Content.** Oversee the creation, scheduling and analysis of content across our owned channels that ensures a consistent brand voice and audience growth.
- **Reaction.** Ensure that our customer interaction is industry leading across all sentiments and that our resolution of customer issues - big or small - is timely and well-received.

2. DEVELOP

- **Campaigns.** Design social-first briefs for full product campaigns, leading from ideation through visual direction to on-time delivery.
- **Production.** Able to self-produce social media assets, across photography, graphics, and video scripting and editing (Canva, CS Suite, or similar).
- **Connections.** Build strong, results-driven relationships with our Talent through value, trust and depth to turn a commercial cooperation into a long-term partnership.



- **Reporting.** Provide reports and insights on tactics and campaigns that support our partners and the growth of our products.
- **Communities.** Cultivate stimulating and sustained conversation to build an engaged DHARMA community across earned and owned channels.

3. DELIVER

- **Innovation.** Lead the creation and curation of impactful and engaging content that heroes our Talent and tells the DHARMA story, showcasing our products and our Why. This includes collaborating with designers, videographers and content creators to bring this vision to life.
- **Growth.** Combine your strategic thinking, creative spark and commercial understanding to achieve our aims and to shoot beyond them.
- **Solutions.** You'll know the trends, the tricks, the hacks and the platform growth features worth knowing about from your excellent operational knowledge.
- **Legal compliance.** Possess a good working knowledge of branding as well as copyright and media laws to ensure compliance.
- **Quality output.** With an eye-to-detail, deliver on-brand, tone-accurate content for DHARMA and our partners that is free from glitches, errors and content-breaks.
- **Analytics.** Monitor, analyze and report on social media performance using insights to optimize future strategies. Stay ahead of social media trends and adjust strategies accordingly to take advantage of emerging opportunities and algorithm updates.

Additional skills you bring

- 3+ years experience creating / commissioning content, managing channels, and providing excellent platform insights that deliver growth.
- Previous experience in a B2B or agency environment would be a plus
- Previous experience with communication and/or marketing strategy would be a plus
- Previous experience with programmatic and/or social advertising would be a plus, while familiarity of the interplay between organic and paid activity is a must.
- Proficiency in a wide variety of social platforms (including but not exclusively: Instagram, Facebook, YouTube and LinkedIn).
- An adeptness for placement types for all primary platforms and beyond including an understanding of content guidelines, opportunities and monetization.
- Proven expertise in driving organic social with a strong portfolio of successful organic social media campaigns.



- You have a growth mindset. You are resourceful. You knock down walls.
- Truly adept in social media analytics and the ability to use data to inform decisions and provide reporting.
- Meet and match our martech: HubSpot, WordPress, monday.com, make.com.
- Confidence that your copy skills in English are second to none [minimum C1].
- Strong interpersonal skills, experience managing cross-cultural and geographically dispersed teams, and possessing a strong ability to motivate others.
- Proactive, self-motivated, and an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations.

More about our team

We are a highly diverse, close-knit team of colleagues – an open, honest, highly respectful and self-accountable group of people who work in an environment of mutual trust and support. We understand the value of work/life balance, and all our team members enjoy flexible working hours and working from home.

Perks and Benefits:

- Exciting startup environment
- Ambitious progression framework
- Inspiring stock option scheme (ESOPs)
- Competitive annual leave
- Discretionary bonus scheme - TBD (performance-based)
- Computer provided
- Flexible hours
- Opportunity to annually attend a DHARMA trip

Hiring Process

Our goal is to give you the opportunity to present yourself in a supportive environment. Your first point of contact will be with our People Team for a brief video chat. We will provide space for you to ask questions about the company and role. If we both feel a connection, we will invite you to respond to a Technical Assessment that simulates the kind of work you would be producing should you be hired for the role. You will then meet with the Hiring Manager to review this assessment together followed by a final Team Interview.

You're still here. And that's a good sign.

Building the travel company we wish existed is so much more than a checklist.

Research tells us that some candidates are put off from applying because they do not tick every box. We recognize that people come with a wealth of knowledge and experience beyond just the technical requirements of the job. If your experience is close to what you see listed here, but you don't tick every



box, please still consider applying. Diversity of experience and passion for the tech and travel industry as a whole are the keys to innovation and excellence; therefore, we encourage people of all backgrounds to apply to our positions. Please let us know if you require any additional accommodations during this recruitment process.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#).