

WE ARE HIRING

Growth & Social Content Lead

Build an audience, earn trust, and turn strong creative work into measurable growth. We are looking for a hands-on lead who can set a clear direction and produce excellent work, from the first idea through publication and analysis.

You will own social content and organic growth for CalorieSnap, a consumer health brand within Reymans Technologies. This role combines editorial judgment, practical production, community awareness, and commercial thinking. You should be as comfortable writing a strong opening line as explaining what a campaign achieved and what to change next.

What you will own

- Set a focused social and content strategy: define audiences, channel priorities, editorial themes, and a sustainable publishing calendar aligned with business goals.
- Create and publish platform-specific content, including short-form video, social graphics, captions, carousels, and longer professional posts. Adapt the idea and format to the audience rather than copying one execution everywhere.
- Develop clear creative briefs, scripts, and storyboards. Coordinate contributors, creators, and production partners when needed, and give precise feedback on quality, messaging, and delivery.
- Manage the full editorial process, including planning, drafting, fact-checking, approvals, scheduling, asset organization, and quality checks before publication.
- Run disciplined content experiments across messaging, format, distribution, and calls to action. Prioritize useful learning and qualified audience growth over posting volume alone.
- Monitor audience questions and feedback, identify emerging themes, and recommend thoughtful responses and content opportunities. Escalate sensitive or specialist questions appropriately.
- Connect content performance to business outcomes using platform analytics and available website data. Report results, limitations, and next actions clearly.
- Protect brand consistency, intellectual property, account security, and the accuracy of public claims. Obtain approval before publishing confidential information or making commitments on the company's behalf.

GROWTH & SOCIAL CONTENT LEAD

What you bring

- A portfolio of social or content work you personally planned, created, or led, with a clear explanation of your contribution and the outcomes.
- Excellent written English, strong editing skills, visual judgment, and an ability to explain ideas clearly without exaggerated claims.
- Practical short-form video and design skills: scripting, editing, pacing, captions, accessible layouts, and adapting assets for different channels.
- Experience managing a content calendar and delivering reliably across multiple priorities, with clear written communication in a remote team.
- Working knowledge of social analytics, audience development, conversion goals, and experimentation. Ability to distinguish measured results from assumptions.
- Sound judgment about privacy, copyright, permissions, and responsible communication in a consumer health context.

Additional experience we value

Experience growing a consumer brand, app, subscription business, or health and wellness audience; collaborating with creators; improving landing-page or email copy; and using AI-assisted tools responsibly. We value evidence of good work more than a particular degree, toolset, or personal follower count.

What success looks like

- A clear, prioritized content plan grounded in audience needs and business goals.
- A dependable publishing process and a consistent standard of writing and creative production.
- Documented experiments that show what is working, what is uncertain, and where to invest next.
- Progress in relevant audience engagement and qualified interest, evaluated against an agreed baseline rather than vanity metrics alone.

Working together

Remote, with international applicants welcome. Generous compensation, with terms based on experience and scope. Engagement structure, working hours, collaboration schedule, and local hiring arrangements will be discussed during the process.

How to apply

Send your CV or professional profile, two or three relevant portfolio examples, and a short note explaining your contribution to one campaign and its measured results. Include your working country, time zone, and availability. Share only work you have permission to disclose.

Email: founder@mycaloriesnap.com

Subject: Growth & Social Content Lead application

The process begins with a review of relevant experience and a conversation about the role. Any further assessment and its terms will be explained in advance. Please do not submit confidential employer or client materials.