



# Freelance Community Manager

Tommy LA

Freelance Opportunity

May 23, 2019

## Freelance Community Manager (Entertainment)

### WE ARE TOMMY, ARE YOU?

Are you a talented writer with a passion for all things social media? Do you know which emoji means what and the difference between a hashtag and a hashbrown? Can you work together in a team to make big social media ideas happen and speak the lingo of fans?

If so, you might be the a great fit for this role. We're looking for a film buff to primarily work as a Freelance Community Manager on some of the biggest feature film social media accounts in the U.S. from studios like **Amazon Prime Originals, Sony Pictures, Warner Bros. and Netflix**. In this role you'll need to speak to fans of the movie online all day, errday.

Two years ago Tommy opened its doors in Los Angeles and we're looking for awesome freelancers who want to roll up their sleeves supporting our core team. This role is Community management only on a freelance basis.

### RESPONSIBILITIES

As our Freelance Community Manager, first and foremost you will manage and plan the online communities for streaming television releases. You will also manage social calendars, write copy and come up with fun ideas to connect with fans on the fly. There is room for this role to transform into a full time role or a more regular freelance support when needed.

Daily, you'll be expected to do the following under the guidance of senior staff:

- Manage and schedule social media calendars, publish content to all social channels, monitor engagement trends and identify new opportunities for our clients to contribute to pop culture moments and trending topics
- Communicate as a brand with fans and online communities across assigned platforms, including (but not limited to) Snapchat, Twitter, Facebook, Instagram and Tumblr
- Write engaging copy for content, constantly improve on this and develop on overall content creation process using data and insights
- Work closely with a Social Media Strategist to provide copy for upcoming creative, upcoming proposals or for ongoing digital activations online
- Lead conversation online about a movie or television show using comprehensive and relevant vocabulary, language and sentiment



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- Where needed, provide live on-site social coverage during events like premieres and live streams
- Other duties as needed

## SKILLS AND EXPERIENCE

### Essential

- Bachelors degree
- Strong copywriting skills and appetite to develop these further
- Love for the world of entertainment and movies
- Deep and genuine passion for the world of social media
- Ability to work in a demanding, fast paced environment
- Knowledge of Facebook, Twitter and Instagram backend, post boosting, business manager and analytics platforms
- 3+ years of experience as a community manager
- Understanding of current social media trends and how these relate to brands

### Helpful

- Any relevant entertainment / movie studio experience
- Agency environment background
- Copywriting experience

## GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Freelance Community Manager, get in touch with our LA Director at [workla@thisistommy.com](mailto:workla@thisistommy.com). Send your resume and relevant work samples along with a cover letter email explaining why you are the best person for the job.