

**PROVEN WINNERS  
NORTH AMERICA LLC**

**Position Description: Social Media Manager**  
**Employment Type: Full-time, Remote**  
**Job Location: Reporting to DeKalb, IL location**

**About Us:**

Proven Winners is a global plant and gardening brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking, and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success.

**Position Summary:**

The Social Media Manager is responsible for leading the strategic consolidation, management, and growth of Proven Winners® social media presence across all platforms. This role combines strategic planning with hands-on execution, requiring expertise in social media account consolidation, platform migration, and community management within the horticulture and home gardening industry. The position will initially focus on streamlining Proven Winners' social media ecosystem following the recent company merger, reducing channel redundancy while preserving audience engagement and brand equity. Following successful consolidation, the role will transition to ongoing content creation, community management, and social media growth initiatives that drive brand awareness, consumer engagement, and sales.

**Reporting Relationship:**

The Social Media Manager reports to the Senior VP of Marketing. This position works closely with the marketing team, brand managers, retail partners, and other Proven Winners North America staff to ensure consistent brand messaging and strategic alignment across all social channels.

**Key Responsibilities:**

**Social Media Consolidation & Migration - Percent of Time = 50%.**

- Lead the strategic consolidation of Proven Winners' social media accounts, conducting comprehensive audits and developing prioritized merger timelines with platform-specific technical requirements
- Execute account mergers, migrations, and closures according to platform guidelines while implementing follower migration strategies to ensure minimal audience loss and maintained engagement rates
- Archive and repurpose valuable content from closed accounts, collaborating with IT and legal teams to ensure proper account access, ownership transfers, and brand protection
- Develop and document new social media governance structure, including account ownership, access protocols, and approval workflows for the consolidated ecosystem
- Create and execute communication plans for audiences, employees, and partners while monitoring consolidation metrics and adjusting strategies to optimize results

**Ongoing Social Media Management - Percent of Time = 50%.**

- Develop and execute comprehensive social media strategy aligned with Proven Winners® brand standards, creating and scheduling engaging content tailored to each platform's strengths and audience preferences
- Manage content calendars ensuring consistent posting schedules aligned with marketing campaigns, product launches, and seasonal initiatives while maintaining brand consistency across all touchpoints
- Build and nurture online communities through proactive engagement, responding to comments, messages, and reviews in a timely manner while partnering with influencers and brand ambassadors to amplify reach

- Monitor social media trends, platform updates, competitor activities, and horticulture industry patterns to identify opportunities and inform content strategy
- Analyze performance metrics, prepare regular reports, and make data-driven recommendations while managing social media advertising budgets and optimizing campaigns for maximum ROI
- Collaborate with marketing team on social-first campaign concepts, support integrated campaigns with coordinating assets, and serve as internal resource on social media best practices and emerging trends

**Requirements:**

Education and Experience

- Bachelor's Degree in Marketing, Communications, Digital Media, or related field with minimum 4-6 years of professional social media management experience
- Demonstrated experience managing social media consolidation, account mergers, or platform migration projects
- Experience in horticulture, agriculture, consumer packaged goods, or lifestyle brands strongly preferred
- Proven track record of growing social media audiences and driving measurable engagement across multiple platforms

Skills, Knowledge, and Attributes

- Expert knowledge of major social media platforms (Facebook, Instagram, TikTok, Pinterest, YouTube, LinkedIn) including platform-specific best practices, algorithms, and features
- Strong strategic planning abilities with experience developing and executing comprehensive social media strategies
- Proficiency with social media management tools (Hootsuite, Sprout Social, Later, or similar platforms)
- Experience with social media analytics and reporting tools to track performance metrics and ROI
- Excellent written and verbal communication skills with ability to craft compelling, brand-aligned content
- Knowledge of paid social advertising across multiple platforms
- Ability to work independently in a remote environment while maintaining strong collaboration with distributed teams
- Graphic design skills (Adobe Creative Suite experience a plus)
- Understanding of SEO, content marketing, and digital marketing principles
- Passion for plants, gardening, and the horticulture industry

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Regularly required to talk and hear.
- Active position requiring standing, walking, bending, kneeling, stooping, and crouching.
- Ability to sit or stand for extended periods of time.

**Position Type/Expected Hours of Work:**

This is a full-time position. The role requires flexibility to work extended hours during peak seasons in accordance with business needs.

**Compensation:**

This range reflects the expected compensation for candidates who meet the listed qualifications. Actual compensation may vary based on skills, experience, and internal equity.

Base salary range: \$75,000 - \$90,000 per year

**Benefits:**

This position is eligible for the following benefits:

- Health insurance (medical, dental, vision)
- Retirement plan options- 401k, employer match contributions
- Paid time off (PTO, Paid Leave, holidays)
- Disability insurance
- Other benefits: employee assistance program

**How to Apply:**

Submit your resume and cover letter to Human Resources- Mary Espinoza (email: [mary@provenwinners.com](mailto:mary@provenwinners.com))