



Director of Social Media
Job Description
December 2025

Location

Austin, TX preferred, Remote OK

Overview

We're relentless in our pursuit of better, faster, and smarter. As the first and only Human-Grade Raw Food for Dogs, Maev has been rooted in innovation since day one. We're a brand built on the belief that "good" is never enough. That "normal" or "traditional" doesn't always mean "optimal." And that it's better to live in possibility. For us, "impossible" is just a limiting belief.

We're obsessed with radically improving the lives of dogs and dog parents everywhere.

With over 90 million dogs in the US, strong industry CAGR, an increased focus on nutrition, and traditional kibble losing market share due to lack of brand loyalty and poor quality, Maev is incredibly well-positioned to combine these strong industry tailwinds with a brand anchored in quality, transparency, and emotional connection.

As of 2023, Maev is the #1 fastest growing, most disruptive brand in the hyper-competitive category of Pet — and the 38th fastest growing private company in America.

Our team is made up of thought leaders, risk-takers, tastemakers, disruptors, creatives, critical thinkers, and, occasionally, dog people. We attract top tier talent from the most successful, differentiated, fastest growing, and most innovative brands and organizations in the world. We win awards, we're ambitious, and we're on the map. We built this thing from scratch. (And we're just getting started.)

Join us.

Role

Maev is seeking a strategic, culturally plugged-in, and analytically minded brand leader to join our team as **Director of Social Media**. The ideal candidate is equal parts strategist, operator, and creative thinker—someone who understands how to build a distinctive brand, drive engagement, and grow a passionate community through social media. You bring a deep understanding of platform behaviors, emerging trends, and the evolving dynamics of digital culture, paired with the ability to translate insights into impactful social strategies.

You are creative and data-driven at your core, with a strong instinct for reading signals—what's working, what's shifting, and where the brand should go next. You're comfortable navigating ambiguity, thrive in fast-paced environments, and know how to create systems that scale. You've led teams to deliver meaningful growth, exceptional creative output, and a strong, consistent brand presence across social channels.

As the Social Media Director, you will shape how our customers connect—with us and with each other. You'll lead the vision, strategy, and execution of social media across all platforms, nurturing a community that drives engagement, loyalty, and advocacy. In this role, you'll strengthen brand love, manage reputation, and transform our community into a meaningful driver of growth, loyalty and advocacy. You'll pair strategic clarity with operational excellence, building a high-performing team and elevating the brand's creative, analytical, and cultural impact.

Responsibilities

Strategy & Planning:

- Strategic Leadership
 - Own the development, refinement, and execution of Maev's social media strategy across all platforms.
 - Create a cohesive social strategy that builds the brand's presence and strengthens the customer journey from awareness to advocacy.
 - Identify and interpret cultural moments, platform shifts, and emerging behaviors to inform proactive planning.
 - Partner cross-functionally to translate brand and business objectives into insight-driven social-first strategies that advance the brand narrative and deepen audience connection.
 - Establish long-term strategic priorities while creating agile plans that can pivot with trends, news cycles, and audience signals.
- Operational Excellence
 - Lead day-to-day operations across social, ensuring flawless content execution, posting cadence, and channel governance.
 - Build and optimize processes that streamline workflows, enhance speed-to-market, and ensure a consistently high creative standard.
 - Utilize analytics, social listening, and performance patterns to enhance campaigns, inform messaging, and guide continuous improvement.
 - Oversee media management and optimization across social channels—monitoring performance, managing budgets, and hitting channel-specific KPIs.
- Innovation & Content Excellence
 - Drive content ideation rooted in audience insights, brand priorities, and cultural relevance.
 - Partner with Creative to brief, refine, and approve assets that match strategic intent and uphold brand voice.
 - Elevate the aesthetic, storytelling, and creative impact of social, ensuring channels reflect an elevated, modern, confident visual language.

Leadership:

- Team Leadership & Development
 - Manage, mentor, and grow a high-performing social team, fostering an environment of creativity, clarity, and accountability.
 - Build clear role definitions, development paths, and performance expectations across the team.
 - Create strong relationships across teams and functions to ensure the social team is a strategic partner.
- Cross-Functional & Stakeholder Collaboration
 - Work closely with internal creative teams to ensure seamless content flow, timely delivery, and alignment between vision and execution.
 - Partner with sales channel teams to develop cohesive measurement frameworks that connect social performance to business outcomes.
 - Serve as a strategic thought partner to senior leadership—translating insights, opportunities, and risks into clear recommendations.
- Performance Analysis & Reporting
 - Oversee all reporting across social channels, ensuring they deliver clear insights, actionable learnings, and strategic next steps.
 - Guide the team in synthesizing both quantitative and qualitative feedback—audience sentiment, platform trends, and behavioral insights.
 - Translate performance into ongoing strategy adjustments that drive long-term brand health and community growth.

Experience

- 8–10+ years of experience in social media, brand marketing, or digital content roles, with a strong track record of owning strategy and driving measurable growth across major platforms.
- Proven experience leading social for a high-growth consumer brand—ideally in eCommerce, CPG, wellness, or lifestyle—where brand voice, storytelling, and community-building were core to the role.
- Demonstrated success managing teams, including setting vision, building processes, coaching talent, and fostering a high-performance culture.
- Expert understanding of social platforms, their native behaviors, best practices, and emerging trends—combined with the ability to translate cultural signals into brand-relevant action.
- Deep experience in social analytics and measurement, including comfort with dashboards, KPIs, sentiment analysis, and identifying insights that inform strategy and creative decisions.
- Hands-on familiarity with social content development, including briefing creative teams + freelancers, evaluating concepts and edits, and maintaining a consistent, elevated brand aesthetic.

- Experience managing cross-functional stakeholders, partnering closely with Creative, Brand, Growth, CX, and Product to bring integrated campaigns and storytelling to life.
- Ability to operate in fast-paced, high-growth environments, with the discipline to prioritize, the flexibility to pivot, and the operational excellence to ensure delivery at scale.
- A passion for culture, storytelling, and community, and an instinct for how brands can authentically show up, spark conversations, and build long-term loyalty through social.