

Social Media & Content Strategy Manager

Location: NYC Metro Area — Hybrid

Reports to: Senior Brand Marketing Manager

Experience: 4+ years

About Furniture.com

Furniture.com is building a better way to discover and shop for furniture.

Furniture is one of the biggest purchases people make for their homes. But, finding the right piece across an enormous, fragmented market is still harder than it should be. We're creating a more inspiring, intuitive shopping experience that helps consumers discover furniture they love and confidently find what fits their home, style, and budget.

We're a fast-moving team at the intersection of **home, culture, commerce, content, technology, and AI**, and we're looking for someone who wants to help define what a modern furniture brand can look and sound like on social.

The Role

We're looking for a **Social Media & Content Strategy Manager** to own and grow Furniture.com's organic social presence across Instagram, TikTok, Pinterest, and emerging platforms.

This is an opportunity to help shape the voice, personality, and content strategy of a growing brand at an important stage.

You'll own the day-to-day strategy behind our social channels. You'll decide what we talk about, how we show up, what formats we invest in, what trends are worth participating in, and how we turn our brand priorities into content people actually want to watch, save, share, and come back for.

You'll work closely with our Senior Brand Marketing Manager and in-house Creative team to turn audience insights, cultural moments, and performance data into strong social-first ideas and repeatable content franchises.

This is not a role for someone who simply wants to maintain a content calendar.

We're looking for someone who has a **point of view about social**, understands what makes brands culturally relevant, and is equally comfortable developing a creative concept, writing a brief, reviewing performance, or jumping into CapCut to bring a timely idea to life.

What You'll Own

Build & Evolve Our Organic Social Strategy

Own Furniture.com's organic social strategy across Instagram, TikTok, Pinterest, and relevant emerging platforms.

- Develop channel strategies grounded in clear audience, brand, and business objectives.
- Help grow emerging Furniture.com social channels from the ground up.
- Translate broader brand and marketing priorities into platform-native social storytelling.
- Define the role each social channel plays rather than distributing the same content everywhere.
- Develop recurring content franchises, formats, and editorial ideas that build a recognizable Furniture.com social presence.
- Stay close to changing platform behaviors, cultural conversations, creator trends, and internet culture.
- Identify moments where Furniture.com has a credible reason to participate and recognize the moments we should sit out.
- Bring new opportunities and recommendations to Brand leadership proactively.

Develop Social-First Creative

Partner with our in-house Creative team to turn strategy into content.

- Generate creative concepts rooted in audience behavior, cultural insight, platform dynamics, and performance.
- Write clear, inspiring creative briefs that give designers and creators enough direction without over-prescribing execution.
- Partner closely with designers, copywriters, marketers, and other creative partners to develop social-first work.
- Adapt larger brand campaigns into ideas that feel native to social rather than simply resizing campaign assets.
- Build and test repeatable social formats and franchises.
- Maintain a high creative bar while balancing speed, relevance, and volume.
- Identify opportunities to repurpose high-performing creator, editorial, product, and brand content for owned social.

Own the Content Calendar & Production Process

Run the operating system behind Furniture.com's social channels.

- Own the social content calendar from planning through publishing and reporting.
- Manage multiple content streams, priorities, and deadlines simultaneously.
- Lead project management for social-first shoots and lightweight owned productions.
- Ensure work moves efficiently from concept → brief → production → review → publishing → reporting.
- Identify risks, dependencies, and content gaps before they affect launch timelines.

- Establish repeatable workflows that help the team move quickly without sacrificing quality.

Write & Create

Stay close enough to the work to understand what actually performs.

- Write sharp, distinctive social copy that reflects Furniture.com's voice.
- Capture and edit lightweight, social-first video using CapCut or similar tools when needed.
- Develop quick-turn content around relevant cultural or platform moments.
- Create lightweight mockups or social assets when useful; formal graphic-design expertise is not required.
- Feel comfortable jumping behind — and occasionally in front of — the camera when an idea calls for it.

This is not primarily a production role, but we want someone who understands that great social marketers occasionally need to make the thing themselves.

Listen to & Build Community

Treat social as a conversation, not simply a publishing channel.

- Monitor audience conversation, comments, trends, and feedback across Furniture.com's social ecosystem.
- Identify recurring questions, behaviors, pain points, and cultural signals that can inform future content.
- Develop recommendations for community-management tone and engagement.
- Spot opportunities for reactive content and audience participation.
- Surface useful social insights to Brand, Creative, Product, Editorial, and other teams.

Measure, Learn & Improve

Use performance to make the work better.

- Track channel, content, and format performance.
- Develop hypotheses about why certain content succeeds or fails.
- Run structured tests across hooks, formats, topics, cadence, creative approaches, and platforms.
- Translate reporting into clear recommendations for what to do more of, stop doing, or test next.
- Balance platform metrics such as reach, engagement, shares, saves, watch time, and follower growth with broader signals such as traffic, brand engagement, and business impact.
- Establish benchmarks and reporting that help the team understand whether the social program is meaningfully improving over time.

How You'll Work With the Team

You'll work closely with:

- **Senior Brand Marketing Manager:** social strategy, priorities, campaigns, and performance
- **AVP of Brand & Creative:** brand direction, creative standards, and major brand initiatives
- **Creative Team:** concepts, briefs, design, production, and social-first creative
- **Senior Marketing Associate:** publishing workflows, calendar management, reporting, and channel operations
- **Influencer & Affiliate Marketing Manager:** creator-content integration, emerging creator opportunities, amplification, and social trends
- **Editorial / Content:** translating useful and inspiring Furniture.com content into social-native storytelling
- **Paid Media:** identifying organic creative insights and high-performing assets that may inform paid testing

You'll own the social channel while collaborating closely with the broader team responsible for the Furniture.com brand.

What We're Looking For

Must Have

- **4+ years of experience** in organic social, content strategy, brand marketing, or a closely related discipline.
- Demonstrated experience owning organic social for a consumer-facing, retail, lifestyle, media, or culturally relevant brand.
- Evidence that you've helped **grow a social presence**, not simply maintain an established account.
- Deep understanding of Instagram and TikTok, with strong familiarity with Pinterest and emerging social platforms.
- Strong instincts around social-native storytelling, short-form video, hooks, formats, platform behavior, and audience engagement.
- Experience developing creative briefs and partnering effectively with designers or in-house creative teams.
- Excellent copywriting skills with a strong understanding of voice, tone, and platform-native writing.
- Strong project-management ability and experience managing multiple concurrent content streams.
- Comfort interpreting social performance data and turning it into creative and strategic recommendations.
- Hands-on familiarity with lightweight video creation and editing tools such as CapCut or equivalent.

- Strong presentation and communication skills.

You Might Be Especially Good at This If You...

- Can look at a social feed and quickly explain what's working, what's repetitive, and what's missing.
- Understand that participating in every trend is not a strategy.
- Have strong taste but don't confuse personal taste with audience insight.
- Can turn a business priority into an idea people would genuinely choose to watch.
- Think in recurring formats and franchises rather than isolated posts.
- Love writing and care deeply about voice and wording.
- Are comfortable using performance data without allowing it to flatten creativity.
- Can manage fifteen moving deliverables while still having a new idea in the middle of the day.
- Know how to move quickly when culture moves quickly.
- Are collaborative and low-ego, but bring a strong point of view.
- Are comfortable making decisions independently and asking for input when it actually matters.

What Success Looks Like

First 60 Days

- Develop a strong understanding of Furniture.com's brand, audience, business model, existing content, and channel performance.
- Audit existing social channels, creative formats, audience behavior, workflows, and content performance.
- Establish clear roles for Instagram, TikTok, Pinterest, and other priority channels.
- Identify immediate opportunities, gaps, and quick tests.
- Build strong working relationships with Brand, Creative, Editorial, Paid, and Influencer teams.

First 90–120 Days

- Establish a clear organic social strategy and content framework.
- Implement a more disciplined content-planning and production process.
- Launch initial repeatable social franchises and platform-native tests.
- Establish baseline channel and content-performance benchmarks.
- Develop a consistent reporting and learning cadence.

Months 4–6

- Demonstrate measurable improvement in content quality, audience engagement, and channel growth.
- Establish recognizable recurring formats that Furniture.com can own.

- Build a reliable test-and-learn approach across content themes, formats, hooks, and channels.
- Develop a stronger community feedback loop that informs content planning.

Months 6–12

- Build a distinct and recognizable Furniture.com social presence.
- Demonstrate consistent organic audience and engagement growth.
- Establish clear learnings around what content drives reach, engagement, traffic, and brand value.
- Create a repeatable content engine capable of supporting campaigns, cultural moments, evergreen storytelling, and rapid-response opportunities.
- Become the team's internal expert on how Furniture.com should show up across social platforms.

Bonus Points

- Passion for interiors, furniture, architecture, design, or home culture.
- Experience working for a highly visual consumer brand.
- Strong personal aesthetic and creative point of view.
- Experience building a social channel or content franchise from zero.
- Experience developing social-first video or working closely with production teams.
- Experience creating content or maintaining your own social presence.
- Familiarity with social listening or analytics platforms.
- Experience identifying organic creative that successfully translated into paid media.

Compensation

Suggested base salary: \$95,000–\$120,000, depending on experience and qualifications.

Furniture.com is an equal opportunity employer.