

Community Manager (Freelance)

Join our growing team! Charm Patterns is a creative and dynamic sewing pattern company looking for a part-time Community Manager to join our small but expanding team. This is a fully remote role with a strong focus on community engagement, social media outreach, and enthusiastic copywriting — all with a goal of supporting and growing our audience of vintage sewing enthusiasts.

You should love interacting with people online and enjoy making sure all of our customers and potential customers have a great experience with Charm Patterns. Our customer base is unique, and the right candidate will be attuned to understanding and engaging with a progressively-minded audience of passionate makers.

This forward-facing position is for someone who is upbeat and engaging, has professional experience using social media as a marketing and community building tool, and has a strong sewing background. Top notch writing and communication skills are a must.

The position requires approximately 10 hours per week with some flexibility in your schedule. You must also be available to attend weekly team status meetings. This is a great opportunity for a creative person to shine in a small team setting. We value diversity on our team and actively work towards an inclusive culture. The right person will be able to enthusiastically support all of our diverse customers and initiatives, in alignment with the inclusive ideals of the Charm Patterns brand.

Responsibilities

Customer Engagement and Customer Service:

- Provide accurate and friendly answers to questions via email or social media platforms (such as Facebook, Instagram, YouTube, Patreon, and others) regarding Charm, our patterns, and general sewing techniques.
- Maintain a high level of professionalism to establish a positive relationship with every customer and potential customer.
- Communicate with the design team to stay updated on pattern and product details.

Community Relations:

- Manage content for and attend live virtual events, working with the team to create presentations and answer attendee questions as they happen.
- Build relationships with online sewing communities, focusing on BIPOC, LGBTQIA, and plus-size sewing communities.

- Write and schedule social media content (Instagram, Facebook, Patreon, Pinterest, and others) and track effectiveness of said content in reaching Charm's goals.
- Meet weekly with the Charm editorial team to plan and implement outreach content and communicate effectiveness of current strategies.
- Connect with and feature members of our community in social media posts and email newsletters.
- Monitor social media daily, working with the team to respond to customer comments and messages and setting the tone for a positive and fun experience for everyone who engages with our content.
- Based on community needs, propose ideas for new content: video series, tutorial ideas, email newsletters, blog posts, and social posts.
- Work with graphic designer to create visual content for social media (knowledge of graphic design programs like Photoshop or Canva a must!).
- Stay up-to-date with digital marketing trends and potential new channels and strategies.

Qualifications

- At least 3 years professional community building or social media marketing experience.
- Absolutely must be friendly, upbeat, professional, and self-motivated.
- Intermediate-to-advanced garment sewing skills.
- Ability to work in Asana, Wordpress, Adobe Photoshop or Canva, and Mailchimp.
- Professional experience working with Facebook, Instagram, Pinterest, and/or YouTube. Knowledge of Patreon a major plus.
- Exceptional verbal and written communication skills.

Compensation

- This is a freelance position with some flexibility in work schedule.
- \$22/hour (Freelance, approximately 10 hours/week).

To apply, please email your cover letter and resume to careers@charmpatterns.com.