



**UPDATE: OPEN TO REMOTE CANDIDATES FROM THE SOUTHEAST (FLORIDA, TEXAS, TENNESSEE, NORTH CAROLINA, AND GEORGIA.**

**Job Title:** Director of Social & Content Strategy

**Overview:**

We're Maverick Content Studio—a social and content agency helping the world's best brands connect with the next generation of fans. We're looking for a Head of Social & Content Strategy to help us build something special.

This isn't your typical strategy role—it's for a modern, social-first brand builder who knows how to build teams and scale content that actually connects. You get the intersection of culture, content, social, and brand building. You've pitched CMOs, led teams, built frameworks, and delivered strategy that moves fast and performs. You care about storytelling, brand and data.

This leadership role will work directly with the CEO to help build a new kind of social agency—an un-agency: brand-obsessed, social-first, fueled by storytelling, built for speed, and anchored in people.

**Responsibilities**

- Be the senior-most social and content strategy lead at the agency, developing breakthrough strategies and plans.
- Lead and manage the team through the entire Social and Content Strategy process, including: strategy, insights, ideation, planning, and performance analysis.
- Present and sell big brand strategies to executive-level clients (CMOs, VPs) with confidence, insight, and authority.
- Design holistic content programming strategies that balance cultural relevance, brand storytelling, and platform best practices.
- Be the internal advocate for smart, effective, high-performing content across all platforms.
- Guide and mentor social and content strategists to develop stronger thinking and sharper work.
- Partner with the creative team to ensure ideas are bold, platform-native, and rooted in audience insights
- Participate in leadership-level decision-making regarding agency culture and strategic direction.
- Represent the agency at industry events, workshops, and thought leadership initiatives to elevate our POV in the marketplace.

- Lead analytics and performance for the agency, pulling insights that drive strategy, improve content, and show clear results.

### **Preferred Qualifications**

- 10+ years of Social Media, Content, and influencer experience focused on building brands
- A diverse portfolio showcasing innovative, high-performing social and content storytelling.
- Deep understanding of social platforms, storytelling formats, and audience engagement strategies.
- Proven ability to lead teams, mentor talent, and foster a collaborative, inclusive environment.
- Exceptional communication and presentation skills, with the ability to pitch strategies and plans confidently to clients and internal teams
- A passion for hands-on work with the team - planning, ideating, and organizing
- Strong organizational skills to manage multiple projects in a fast-paced environment.
- Obsessed with speed and quality, able to push for great work while adapting to tight deadlines and evolving priorities.
- Skilled at building high-performing teams and developing scalable systems, processes, and frameworks that raise the bar across the org.

### **Requirements**

- No ego - all fun!
- Is a self-starter who doesn't have to be told what to do
- A fun and positive team player who fosters a positive team atmosphere.
- Deep knowledge and passion for Social Media- YouTube, Podcasts, IG, TikTok, and Twitter or (X)
- Have a creative and strategic POV about what makes social-first brands
- Desire to be a part of a fast-moving, fun startup environment
- Entrepreneurial spirit and a growth mindset are a must
- Proven track record of successfully managing and growing client accounts
- Familiarity with all social and content tools (e.g. Sprout, Sprinklr, native platforms, Hubspot, etc.)
- Some light travel may be required for client workshops or strategy sessions

### **Why Maverick**

- Comp: \$120-140k+ annually & Annual Executive Performance Bonus
  - You will grow as Maverick grows! 😊
- Flexible hours with an emphasis on a results-driven culture
- 4 weeks paid vacation + 16 paid Holidays
- Maverick HQ is in Winter Park, FL.
- Annual professional development reimbursement (courses, conferences, and more, \$500)

- Annual fitness and wellness reimbursement (equipment, shoes, membership, etc., \$500)
- Strong purpose-filled culture with regular team events and activities

**TO APPLY:** Head over to <https://tinyurl.com/Maverickcareers> and click some buttons!