

01 / THE OPPORTUNITY

Growth & Content Lead

Social, Video & Audience Development

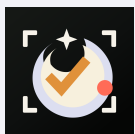
Build an audience that becomes an engaged customer community. Own the research, creative work and distribution that help people discover CalorieSnap and understand its value.

Your mandate

CalorieSnap is hiring a hands-on growth and content lead who can understand an audience, make compelling content and connect that work to meaningful business outcomes. You will work closely with company leadership and the product team, turning customer insight into clear communication and disciplined growth experiments.

What you will own

- Audience research: study public conversations, Reddit communities, app reviews and competing products. Identify recurring frustrations, motivations and objections. Separate observations from assumptions and turn findings into content briefs and product feedback.
- Creative production: write hooks, scripts and captions; produce and edit short videos; create clear graphics; and adapt material to the conventions of each platform. Be comfortable making finished work yourself.
- Social distribution: own the editorial calendar across X, LinkedIn, Instagram, Facebook, TikTok and YouTube Shorts. Prioritize channels with evidence, build a sustainable publishing cadence and adapt strong ideas rather than posting identical material everywhere.
- Community and creators: listen, respond professionally and develop creator relationships. Recognize when product questions, sensitive health discussions or reputational issues need escalation.
- Growth experiments: test messages, formats, calls to action and landing-page ideas. Connect campaign activity to qualified visits, activation and retention with the product team. Treat reach as a diagnostic, not the sole outcome.



02 / SKILLS & WORKING APPROACH

Skills & working approach

What you bring

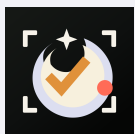
- A portfolio of social content or campaigns you personally helped create. Explain your contribution, the audience, the constraints and what happened after publication.
- Strong short-form storytelling, video editing, visual judgment and clear writing. You can translate a product benefit into an accurate, engaging message without exaggerated claims.
- Practical audience research and analytical skills. You can distinguish attention from intent, compare experiments fairly and report results with dates, denominators and limitations.
- AI fluency: use AI for research support, ideation, scripting, editing and automation while checking accuracy, rights and originality. You remain accountable for the final work.
- Comfort with code and GitHub: use an editor such as VS Code and an AI coding tool such as Codex, Claude Code or Cursor to build small automations or propose simple web changes. Review the output, test it and work through a pull request when appropriate.
- Independent execution: maintain an editorial calendar, meet commitments, communicate tradeoffs and know when to seek specialist help. Handle private company information with care.

Experience we value

Consumer subscriptions, mobile products, creator partnerships, lifecycle messaging, landing-page experiments or health and wellness communication are useful. Experience with every channel or every named tool is not required; sound judgment and demonstrated learning matter.

How we work

You will collaborate on priorities and campaign goals, then own delivery and reporting. Product changes, spending and external commitments follow agreed approval limits. Public communication must be accurate and respect customer privacy and company confidentiality.



03 / OUTCOMES & APPLICATION

Outcomes & application

What success looks like

- First 30 days: build a concise audience and channel assessment, establish baseline reporting, define content themes and begin a consistent publishing routine.
- By 60 days: run documented creative and distribution experiments, establish a repeatable production workflow and explain which messages attract relevant users.
- By 90 days: recommend where to concentrate effort based on evidence, maintain a reliable content pipeline and connect learning to activation and retention with the product team. Numerical targets will be agreed after reviewing the baseline.

Working together

Remote. International applicants welcome. Generous compensation, with terms based on experience and agreed scope. Engagement structure, hours, collaboration schedule and location-specific arrangements will be discussed during the hiring process.

Show us your work

- Send a CV or concise professional background, a portfolio or personal website, and two or three examples of work. Include your GitHub profile or a relevant automation/code sample if available; private or redacted alternatives are welcome.
- For your strongest example, explain the problem, what you personally made, how you used AI, and the result. Include the time period, baseline and spend where relevant. Clearly label estimates.
- Describe an audience insight that changed your approach, and an experiment that failed or surprised you. Explain what you did next. Keep each response to about 200 words.

Apply

Email founder@mycaloriesnap.com with the subject "Growth & Content Lead". Include your country, time zone and availability. Relevant work matters more than a particular degree or an impressive job title. Do not share confidential employer, client or customer material. Further assessment and its terms will be explained in advance.