



Maternity House Publishing, Inc. dba Spinning Babies®

BUSINESS DEVELOPMENT DEPARTMENT

*Role: **Social Media & Community Management Specialist***

About the company:

Spinning Babies® is a company that offers a unique approach to physiological birth for pregnant people, midwives and nurses, childbirth educators, and pregnancy-focused bodyworkers. Online and in-person, we help parents have comfort in pregnancy and ease in birth. Recognized worldwide, our team of Approved Trainers, Aware Practitioners, Certified Parent Educators, and Certified Birth Professionals are sharing the Spinning Babies® approach in over 50 countries to parents and birth professionals to use in and out of the hospital.

About this role:

Spinning Babies® is seeking a Social Media & Community Management Specialist with a passion for building meaningful connection and visual storytelling. You must have a strong graphic design background and be able to embody the Spinning Babies® tone across platforms and audiences.

This role will work closely with our Marketing Team to co-create compelling social media content – translating ideas into visually engaging, audience-specific posts across our Social Media platforms. The ideal candidate has experience managing vibrant online communities and brings a thoughtful, inclusive presence to both our parent-facing and professional-facing spaces on Facebook. You'll move fluidly between designing assets in Canva, scheduling content, and nurturing conversation – always with an eye on alignment, tone, and strategy. You excel at strategizing and writing engaging, informative digital content, ideally in the childbirth or women's health space.

Availability and Location:

This is a remote, independent contractor position, estimated for between 10-15 hours per week. Business hours are 9 am-5 pm Central Standard Time M-F. It is our preference that some of the working hours occur during this time and regular meetings with team members are held during these hours. As you will be serving our online community, we require you to show up daily M-F for this task. Availability to occasionally attend meetings each Monday 10am CST and/or Thursday at 11am CST is essential. The company is based in Minnesota, but works across the world, and team members primarily deliver services virtually.

Responsibilities:

Social Media Content

- Create graphics and content for all social media posts, ensuring consistency and depth in our comms and that the copy is bespoke for the relevant channel
- Collaborate on copy for social media ads - including different versions for A/B testing
- Strategize on our social media format and content and make recommendations for improvement
- Produce ideas for fresh content, staying true to Spinning Babies® mission and positioning
- Collaborate with the Digital Marketing Specialist and Digital Marketing Project Coordinator to map out our content calendars ahead of time
- Monitor trends in childbirth and women's health, identifying opportunities for company to authentically engage in timely, relevant conversations through our social content.
- Create video and graphic content using existing brand assets, optimized for SEO and adaptable across multiple platforms
- Engage Daily (M-F) with our communities to nurture, ask meaningful questions, organically promote offerings and give value-add content in a nuanced and strategic manner
- Expand presence on YouTube, Pinterest, and TikTok in a meaningful way

Ad Hoc Content

- Create media for ad hoc requests such as newsletters, website image content, promotional flyers, press releases and presentations
- Support with identifying relevant topics for our audience and generating content themes to guide consumer communications

Social Media Community Management

- Respond to comments, messages, and inquiries with care - supporting both parent and professional audiences in a warm, inclusive tone
- Share and elevate user-generated content using channel-specific copy and strategic links to relevant offerings
- Show the community love by commenting, liking, and joining conversations, especially on Facebook and Instagram
- Moderate Facebook groups by upholding community guidelines and ensuring respectful, aligned dialogue
- Monitor sentiment and participation trends, flagging issues or opportunities to deepen engagement across platforms

Essential Experience and Skills

- 2-3 years experience in managing digital channels
- Proficient in graphic design for social media, gained through formal training or demonstrated success in past roles
- Experience creating short-form video content (Reels, TikTok, YouTube Shorts) using mobile apps or editing tools

- Demonstrable experience writing copy covering the subject of childbirth and/or women's health
- Affinity with the Spinning Babies® approach and a passion for improving care for women and birthers across the globe
- Strong knowledge of (digital) platform specific communication styles with ability to craft platform specific comms
- Able to think strategically and creatively about community-building through customer-focused content
- Familiarity with interpreting social media analytics and making content recommendations based on performance data
- Knowledge of proper structuring of website content with H1-H3 headings, social-specific SEO, engaging meta descriptions, and scannable content for user experience and search engine visibility
- Comfortable using tools for content planning and scheduling
- Adept with using tools such as Google Workspace, Meta Business Suite, Salesforce, TikTok, and Wordpress
- Able to produce high level design work in Canva, anything over and above is a plus
- A detail-oriented self-starter with strong work ethic and follow through
- Strong interpersonal skills for stakeholder management and team collaboration

Desirable

- Ability to navigate Salesforce marketing tools, Adobe Suite
- Skilled at adapting tone and voice to match brand style across diverse platforms and audiences
- A vested interest in the US healthcare system with a focus on reproductive health care

Exceptional candidates for this position will align with Spinning Babies® unique values:

- We see birth from a different perspective
- We bring people together
- Real on every level
- We inspire trust
- Gutsy enough to change birth on earth
- We believe you can... your way
- Love is the most important thing Application

Compensation & Benefits

Hourly compensation is between \$28 to \$35, dependent on experience.

Application

[Apply Here](#) for the Social Media & Community Management Specialist! All candidates must submit an application through the link provided to be considered for this position. We look forward to getting to know you!