

Cornett

JOB DESCRIPTION | Contract Community Manager

We're looking for a sharp, plugged-in Community Manager to help Cornett and our clients stay responsive, relevant, and relentlessly creative on social.

THIS ROLE FOCUSES ON THREE KEY AREAS, IN ORDER OF PRIORITY:

1. Community Engagement

You'll monitor and respond to comments, manage scheduling platforms, and help organize content decks for client review. The goal: build trust, spark conversation, and strengthen brand affinity.

2. Reporting

You'll track engagement, surface platform insights, and share key takeaways to inform ongoing strategy. Client reports for our progress on social will be key to ensure we are tracking with our goals.

3. Ideation (as time allows)

You'll collaborate closely with our Content Studio and report to the Director of Social Strategy.

KEY RESPONSIBILITIES:

- Monitor and engage with comments, DMs, mentions, and tags across TikTok, Instagram, Facebook, and X.
- Write clever, on-brand replies that feel human, not corporate
- Surface cultural trends, user behaviors, and community insights to the strategy team daily
- Pitch creative content ideas that align with brand tone, cultural moments, and client KPIs
- Collaborate with strategists, writers, and creators to develop social-first concepts and content calendars
- Build and contribute to decks, brainstorms, and content series pitches

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- Help refine brand voice across channels, ensuring tone feels modern, consistent, and responsive.
- Track fan sentiment, platform changes, and viral moments to inform creative thinking.

REQUIREMENTS:

- 3+ years of experience managing social communities for brands, agencies, or publishers.
- Past experience contributing to viral campaigns or community-led growth.
- Sharp copy chops, especially in short-form community replies and trend-based ideation. Obsessed with TikTok, meme culture, internet language, and niche online communities.
- Comfortable jumping into comments, DMs, and reactive content ideas with reasonable speed and confidence. Appropriate cadence to be determined.
- Organized and proactive: able to work across multiple brands and teams while staying on deadline.
- Proficient in Google Slides for presenting ideas quickly and visually.

ABOUT CORNETT

A 4-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 5 years running.

We're a collective of fun-loving, intelligent, imaginative, driven and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up every day and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

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Our goal is to be an agency where any brand can come to us, with any audience and any challenge, and we're able to deliver and connect culturally beyond their wildest expectations.

WHO IS IN CHARGE HERE?

This person reports to the Senior Social Media Strategist.

The position is Hybrid (Lexington, KY preferred but open to Remote for the right candidate).