

Cornett

JOB DESCRIPTION | Community Manager

Role Overview & Mission

As our Community Manager, your mission is to keep Cornett and our client brands responsive, relevant, and relentlessly creative across social platforms. You serve as the front-line voice and cultural radar—translating internet subcultures, fan sentiment, and real-time platform behaviors into witty, human interactions and actionable creative insights.

KEY RESPONSIBILITIES

Community Engagement & Management

- Craft clever, short-form, on-brand replies to comments, DMs, mentions, and tags across TikTok, Instagram, Facebook, Threads and X. Ensure brand interactions feel genuine, never corporate.
- Monitor live sentiment and flag sensitive or potential crisis comments early to the Senior Social Strategist to maintain brand safety.
- Own the community management sections of core brand playbooks, infusing real-world fan behaviors into guidelines.

Cultural Radar & Reactive Ideation

- Flag emerging viral memes, trending formats, platform feature shifts, and audio loops daily.
- Evaluate real-time trends against the Cornett Opportunity Matrix to pitch fast, strategic reactive content.
- Partner with Senior Social Strategists, Copywriters, and the Content Studio to turn cultural moments into high-impact content series and campaign ideas.

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Execution & Content Logistics

- Build out monthly community management response slides (complete with reply options) for client review decks.
- Manage scheduling platforms, track incoming creative assets, and execute live posting accurately across client accounts.
- Spot organic brand advocates in the wild, assist with posting logistics (such as collab tags), and monitor engagement on live influencer posts.

Reporting & Performance Tracking

- Maintain and update master performance trackers monthly with baseline organic metrics.
- Support Senior Social Strategists by pulling raw engagement data and audience sentiment for weekly snapshots, LTO/campaign reports, and quarterly deep-dives.

COMPETENCIES & REQUIREMENTS

- 3+ years managing social communities for brands, agencies, or publishers with a proven track record of community-led growth.
- Deeply embedded in TikTok, meme culture, internet language, and niche online subcultures; naturally spots trends before they go mainstream.
- Exceptional, fast-paced copywriting skills tailored specifically for witty comment replies, community banter, and visual trend pitches.
- Proficient in Google Slides to build visual brainstorm decks and response templates quickly and cleanly.
- Experience with social scheduling and listening platforms.
- Highly organized, proactive, and comfortable jumping directly into fast-moving comment sections across multiple client accounts while hitting deadlines.

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ABOUT CORNETT

A 5-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 6 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.

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 Director of Social Strategy and works in close partnership with Senior Social Media Strategists.

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