


Social Media Director – Luxure Lifestyle

 SWFL (Naples), FL (Hybrid/Remote Available)

 Part-Time

About Luxure Lifestyle:

At **Luxure Lifestyle**, we redefine effortless sophistication. We are the **ultimate curators of luxury**, crafting bespoke experiences that are uniquely personal and seamlessly executed. Whether it's **elite event planning, high-end home transformations, or tailored concierge services**, we ensure our clients reclaim their most valuable resource—**time**.

Position Overview:

We are seeking an **innovative and highly creative local Social Media Director** to elevate our **Facebook and Instagram presence**, ensuring every post reflects **exclusivity, sophistication, and ease**. This role demands a keen eye for aesthetics, compelling storytelling, and an ability to create engaging, high-quality content that captivates high-net-worth individuals and brands seeking **white-glove services**.

Key Responsibilities:

- ✓ **Strategic Brand Messaging** – Develop and execute a cohesive social media strategy that embodies **"Effortless Sophistication, Exclusively Yours."**
- ✓ **Content Creation** – Craft monthly **high-end, visually stunning** content, including **captivating videos, reels, carousels, and stories** that reflect luxury, refinement, and exclusivity.
- ✓ **Community Engagement** – Foster a **discerning and engaged audience** through thoughtful interactions, personalized responses, and proactive community-building.
- ✓ **Influencer & Brand Partnerships** – Cultivate relationships with **luxury brands, influencers, and industry leaders** to enhance our digital presence and elevate brand credibility.
- ✓ **Paid & Organic Growth Strategy** – Implement data-driven strategies to **increase brand awareness, drive lead generation, and boost engagement** through organic content and paid ad campaigns.
- ✓ **Performance Analytics & Reporting** – Track KPIs (engagement, reach, conversions), provide insights, and refine strategy to maximize impact.
- ✓ **Trendspotting & Innovation** – Stay ahead of emerging **luxury lifestyle trends, social media innovations, and platform updates** to keep Luxure Lifestyle at the forefront of digital luxury marketing.

What We're Looking For:

- **Luxury Branding Experience** – Prior experience managing social media for **luxury, lifestyle, real estate, or high-end hospitality brands.**
- **Exceptional Aesthetic Sense** – Strong understanding of **high-end visuals, luxury color palettes, and premium content production.**
- **Storytelling Expertise** – Ability to **craft compelling narratives** that sell an **aspirational yet attainable** luxury lifestyle.
- **Content Production Skills** – Experience with **Canva, Adobe Suite, CapCut, or other high-quality design/video editing tools.**
- **Data-Driven & Results-Oriented** – Deep knowledge of **social media algorithms, analytics, and growth strategies.**
- **Proactive & Self-Motivated** – Ability to **own the social strategy, drive results, and think ahead of trends.**

Why Join Luxure Lifestyle?:

- **Exclusive Access** – Work on high-profile projects, collaborate with luxury brands, and be part of an **elite network.**
- **Creative Freedom** – Bring your ideas to life in a role where your creative vision is highly valued.
- **Flexible & Remote Work Options** – Work on your terms while staying **immersed in luxury and high-end experiences.**
- **Growth Potential** – As we expand, so will your **opportunities for leadership, creative ownership, and brand impact.**

Ready to Elevate Luxury?:

 **To Apply:** Submit your **resume, portfolio, and a brief cover letter** outlining your experience in **luxury branding and social media** to [hannah@luxurelifestyle.com].

 *Applications will be reviewed on a rolling basis.*

At **Luxure Lifestyle**, we **curate experiences, build connections, and craft digital luxury with precision.** If you have the **vision and creativity to bring our brand to life**, we want to hear from you.

Effortless Sophistication. Exclusively Yours.