



Role: Instagram Growth Hacker / Instagram Manager (Full Time, Remote)

Organization: Pulso

Reports to: Liz Alarcón, Founder and Director

Direct Reports: N/A

Location: Full-time, 100% remote position (from home or co-working space) with occasional travel once every 2-3 months

About Pulso

Pulso is a Latinx-led social enterprise dedicated to raising up and keeping the pulse on nuestra gente. We build deep digital relationships with Latinx folks through their phones in order to transform civic engagement and build political power.

Pulso attracts and engages Latinx folks through our innovative Latinx history and news service, which is based on Facebook Messenger. With this daily relationship and by telling the stories that have shaped our community, Pulso connects U.S.-based Latinos/as/x with our history and encourages subscribers to take action on critical issues, register to vote, and to cast their votes on Election Day.

To see the digitally-based service we're building, search for "Project Pulso" in the Facebook Messenger app. You can also learn more about our work at <https://projectpulso.org/>.

Pulso is a project of Accelerate Change (AC), a nonprofit media lab dedicated to catalyzing new scalable and sustainable digital media models for citizen engagement. See "[The Secret of Scale](#)" for more on AC's model for scalable citizen organizing read and see "[The Promise of Lean Experimentation](#)" or AC's approach to experimentation using Lean Startup methodologies and other business strategies, both from the *Stanford Social Innovation Review*.

About the Position

We're looking for a data-driven Instagram Growth Hacker (Instagram Manager) to lead our experimentation and growth on Instagram. As Instagram Manager, you'll use lean startup methodology to test and implement strategies to help Pulso achieve scalable, transformative growth. This role would be a fit for someone who loves A/B testing every component of Instagram (paid and organic) and using a data-driven approach to analyze results and identify subsequent tests. We are especially interested in solutions-oriented candidates who are comfortable working in fast-paced environments as Pulso rapidly scales both our reach and our team.

As Pulso's Instagram Manager, here's what you'll do:

- Develop content and visuals to A/B test for ads (story, photo, video, and carousel ads), posts in feed (photo and video), and stories. This includes sourcing and researching content, writing copy, and finding and editing creative assets (both photo and video).

- Rapidly execute A/B tests to measure and improve performance, including running lean experiments focused on: content and visuals, filters, captions, hashtags, buttons, tagging, location, emojis, cross-platform promotion, converting content from other platforms, sharing, and more
- Work with Pulso's Facebook Ads Associate to manage ads, posts, and stories within Instagram and using Ads Manager
- Measure and report key metrics for experiments, with a focus on conversion rates and Cost Per Follow

What We're Looking For

We are looking for someone who (required):

- Has 3+ years of experience building and managing ads, posts, and stories for Instagram
- Can perform rigorous A/B testing and analyze data to surface insights, problems, and opportunities
- Is committed to advancing progressive social change
- Understands the interests and issues of the U.S.-based Latinx community

We prefer someone who:

- Is highly entrepreneurial and thrives in a fast-paced, unstructured digital environment
- Is eager to learn, iterate, pivot, and experiment along with the rest of the team
- Is a team-player, and comfortable working remotely
- Has a sense of humor!

Benefits

- \$50,000-\$60,000 salary range, depending on experience
- Flexible work hours
- Health care after 3 months, with individual premiums fully covered and cost-share for dependents
- Need-based educational loan assistance after 3 months
- 10 paid vacation days, 6 paid holidays, and 3 paid floating holidays each year
- 5 fully paid sick days and 10 half-paid sick days each year
- 401(k) plan after one year, with 100% employer match on the first 3% and 50% employer match on the next 2%

Apply

To apply please upload your resume and tell us more about your experience using this application form: <https://forms.gle/oiAH913ipFpC1uva8>.

Pulso is incubated by Accelerate Change; Accelerate Change is an equal opportunity employer. We believe that people of color, people from working class backgrounds, women, and LGBTQIA+ people must be centered in the work we do. Hence, we strongly encourage applications from people with these identities, or who are members of other marginalized communities.