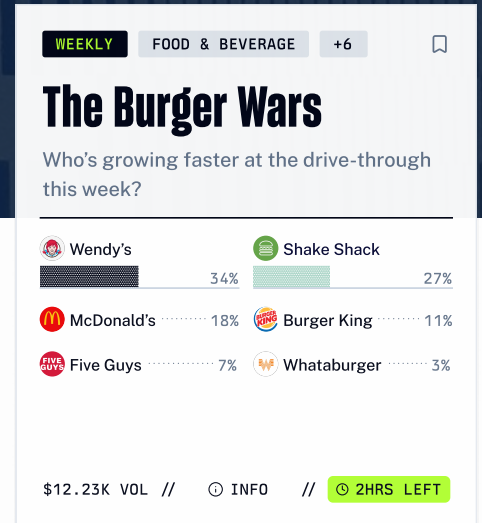
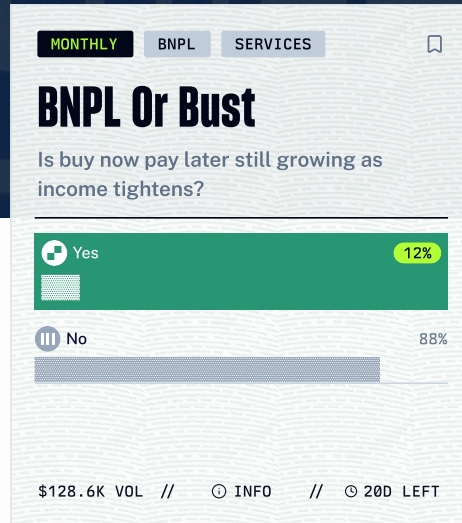
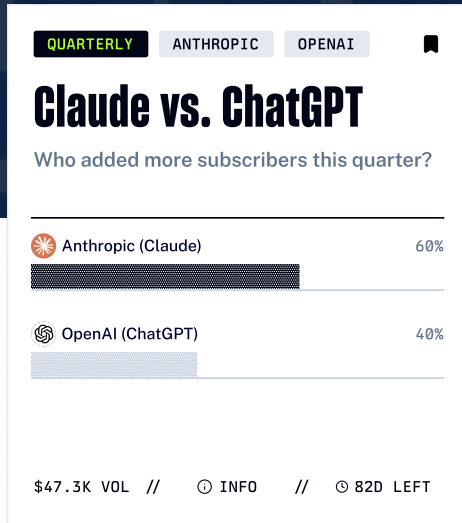


Head of Social



This role will [own strategy & execution across all social media channels.](#)

American Spend is building Spend Market, an information market based on what America's buying.

We're looking for a single person to own messaging and engagement across our channels of interest:

- **Twitter/X:** Our current center of gravity. The Head of Social will consistently interact with relevant partners, brands, customers, and trends.
- **Instagram:** Currently under-utilized with a high ceiling. The Head of Social will turn this into a channel with real impact across brands & users.
- **YouTube:** We believe that video will serve us as an underrated long-form anchor that feeds shorts, clips, and the rest of the brand calendar.
- **Substack:** We see an opportunity to establish an owned-audience centered around long-form written content for our relevant verticals.

Competitive compensation. Full benefits. Equity ownership.

Responsibilities

- Own our multi-channel social strategy and calendar end-to-end, independently.
- Lead on X and grow IG from second-class into a genuine channel.
- Build out YouTube & Substack long-form as the content engine feeding everything downstream.
- Work with our CEO to decide what's actually worth making vs. noise — implement strategy with intention.
- Work with our Head of Growth to help build our Partner program as our channels mature.
- Work with Creative Director to translate our brand language to audiences across social channels.

What We're Looking For

- Internet native across multiple channels; this person doesn't just "manage a brand account," but is terminally online.
- Strong taste and editorial judgment about what's worth shipping and what will drive impact.
- Experience growing social accounts from scratch and managing a multi-channel content calendar.
- Fluent in consumer trends, the retail sector, and is at least "prediction market curious".
- Can speak to the impact of crypto, financial technology, and economic data sets.
- Adept at using modern tooling to create assets & content with a particular brand voice & style.