

Overview

The Social Media Specialist position will be a part of the growing RAWfish Creative Group team and be responsible for managing content across multiple accounts, which includes, creating original content, scheduling and publishing. The individual will understand analytical research to be implemented in social media marketing plans. The Social Media Specialist will work collaboratively with the RAWfish Creative Group team as well as with external partners and their marketing team.

This position requires the need to demonstrate individual and collaborative leadership while owning the social media process and marketing strategy in place. The Social Media Specialist will own projects to produce original content using both photography and videography skills for publishing on accounts. This person must also possess skillful knowledge of brand awareness in order to optimize created content and engagement of each channel.

Summary Of Duties

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- This individual will join our team of experienced media and marketing associates in developing creative concepts, managing film projects, leading the filming and editing process, providing technical digital and video support and performing administrative duties related to social media content projects.
- Create original, specialized video and photography content for the RAWfish Creative Group company and partners.
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create and implement social media marketing plan and editorial calendar
- Build meaningful connections and encourage community members through dialog and messaging
- Create editorial calendars and schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Ability to design and create social media graphics and infographics
- Collaborate with other departments to manage reputation, identify key players and coordinate actions
- Willingness to work in both the outdoor and corporate industries
- Stay current with the latest trends, equipment, industry, and demonstrate application to projects. Consistently evaluates outside creative resources for possible use, and partners in our brand content direction for consistency
- Approach daily tasks, projects and follow-up communication with energy and sense of urgency

- Cultivate a deep desire to become a knowledge expert in their role with the ability to apply their knowledge and experience with great impact.
- Consistent eagerness to listen, learn, apply knowledge and accept critical feedback
- Ability to adapt to a changing work environment
- Demonstrate pride and ownership of their work while meeting expected deadlines
- Comfortable working in a fast paced, growing, small team environment, collaborating with internal and external team members in Marketing Communications for both outdoor and corporate related fields
- Organizing daily routines and tasks; maintain a safe and clean work environment
- Proficient in Mac computers, video editing platforms Premiere Pro and/or Final Cut Pro, Photoshop, Lightroom, Illustrator and knowledge of color grading
- Ability to work independently and with a team
- Strong communication skills as well as a willingness to present to Leadership and Marketing teams
- Strong oral / written communication skills to communicate effectively and in a timely manner with all levels of the organization
- Portfolio demonstrating excellence in social media post creation, analytics, trend research and strong understanding and application of customer experience and brand development.
- Travel required

Qualifications

- Social Media Marketing, Marketing, Mass Communications, or Journalism and Communications Degree Preferred
- Experience with shooting both high quality photography and videography
- Advanced knowledge of social media post creation, content history, customer service / brand development initiatives required
- Experience using social media scheduling platforms including Meta and Hootsuite
- Knowledge of buyer persona and audience reach posts
- Excellent knowledge of social media platforms including Instagram, Facebook, LinkedIn, Youtube, TikTok, Twitter, and Pinterest
- Ability to champion bold and innovative ideas
- Consistently strive to grow and improve, results oriented and being the voice of the customer

RAWfish Creative Group is an Equal Opportunity Employer

The description may not include all of the job functions or knowledge, skills, abilities, and physical requirements indicated nor include all work that may be assigned.

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