



Job Description: Digital Content & Social Media Specialist

Job Title:

Digital Content & Social Media Specialist

Status:

Salary

Reports to:

Director of Marketing

Job Summary:

We are expanding our marketing team by adding a Digital Content & Social Media Specialist. This position is responsible for the creation, accuracy, maintenance, and tracking of content utilized in our digital marketing strategies across B2C and/or B2B markets. Duties include creating content to be used across a mix of VPW-owned digital channels (social media, website, email, PPC, etc.) and collaborating with other team members such as in-house designers, technical writers, sales team members, etc. This position reports to the Director of Marketing.

The Digital Content & Social Media Specialist position requires excellent interpersonal skills, ability to take direction while managing multiple projects. This individual should be obsessed with promoting the VPW(s) brand while delivering amazing customer experiences, should be well organized and have a strong attention to detail. This role requires someone who is eager to learn more about our industry and understands nuance and differences for content across different social media channels and customer types. This is a great opportunity to use your passion for analytics along with your creativity to influence and drive our successful digital and social media advertising efforts.

Essential Job Functions:

- Social media page management (content creation, paid advertising, reporting analytics, budgeting, etc.) of Facebook, LinkedIn, Instagram, YouTube, etc.
- Website management (content creation, product updates, educational content, analytics, etc.) for multiple company sites.
- Collaborate with marketing team to create engaging copy, images, and video content to be used across mixed digital platforms.
- Work with marketing team to ensure influencer content is appropriately tracked, measured, and recommend optimizations for future programs - Identify new influencer opportunities.
- Design and post content to sustain readers' curiosity and create interest around new products.
- Measure prepare and present monthly reports of digital and social media analytics to the management team.



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- Suggest new ways to attract prospective customers, by implementing promotions, competitions, and other unique strategies.
- Research and implement strategic audience targeting.
- Stay up to date with changes and best practices on social platforms ensuring maximum effectiveness.
- Participate in special projects, as needed.

Knowledge, Skills, and Abilities:

- Proven work experience as a social media specialist.
- Expertise in multiple social media platforms.
- In-depth knowledge of audience targeting.
- Proven work experience in digital design.
- Proficient in Adobe Creative Cloud, Word Press, etc. (iOS based).
- Ability to strategize, collaborate and deliver creative content (copy, images, and video).
- Understanding of online marketing strategies and marketing channels.
- Ability to grasp future trends in digital technologies and act proactively.
- Outstanding collaboration skills with a proven ability to work cross-functionally in order to establish and meet shared company goals.
- Highly detail-oriented with excellent oral/written communication, organizational, time management, and problem-solving skills with the ability to multi-task.
- Ability to identify, communicate, solve, and follow up on issues that arise regularly.
- Ability to work both independently and as part of a team.
- Proficiency in Word, Excel, Outlook, and PowerPoint.
- Marketing / Design Degree and/or relevant work experience required.
- Web design (front and back end) experience is a plus.

Working Conditions:

Employees in this position work in a dynamic environment that requires sensitivity to change and responsive to the evolving goals, priorities, and needs.

This is NOT a remote position; all applicants must be able to work in our Rathdrum ID headquarters. No remote applicants will be considered.

Compensation Plan:

Full Time

100% company paid insurance benefits



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Paid Holidays and Vacations

401K Program with 3% Employee Pay In

Salary Range 36K to 45K DOE