

**Position Profile:**

This position is responsible for providing dedicated support related to the upkeep and expansion of Curio's social presence. In addition to the daily operations of social channels, the Social Marketing Specialist will assist in the conceptualization and implementation of strategic social and digital initiatives for all brands and distribution channels to help achieve the company's annual marketing and sales goals.

**Work Responsibilities:**

## Executing Social Marketing Operations:

- Create, curate and manage all day-to-day content and social marketing campaigns for the brands' social media platforms, using established brand personality and identity.
- Monitors and responds to community feedback in real-time. Manage community activity including messages, reviews, tags, sharing and comments.
- Concept, style, edit and/or execute visual media for social content.
- Develop compelling organic content to engage targeted consumer groups and drive organic growth
- Develop and help execute social advertising and promotional campaigns
- Create and maintain content calendars.
- Implement contest, sweepstakes, and other user engagement tactics. Create instructions, rules, regulations, and/or disclaimers for online activities or promotions.

## Build and Maintain Relationships

- Identifies and cultivates social influence (bloggers, columnists, etc) and maintain relationships with existing influencer partners
- Proactively coordinates social amplification efforts and activates brand ambassadors.
- Develop and foster communities around brands through social media, reviews, membership and loyalty programs.
- Partner with internal stakeholders to proactively review, define and align social marketing pull-thru tactics.

## Collaborate on Social Media Strategy

- Develop creative content in conjunction with cross-functional teams; estimate, source and create multimedia content for the brand's social media platforms.
- Partner with marketing teams to plan marketing campaigns that leverage and incorporate social media.
- Collaborate on long-range objectives for brands' social presence.
- Coordinates and partners with internal or external agencies to execute social media campaigns.
- Monitors industry trends, tools, and applications to stay current.
- Produce and distribute reports, share key drivers of positive or negative trends, and track progress on KPIs.

## Other:

- Collaborate and contribute to digital marketing activities, including, but not limited to email marketing, PPC advertising, content creation, copy writing and editing, user experience optimization, QA testing and website maintenance.
- Document processes and coordinate, create, update and test job-related standard operating procedures
- Assist with administrative projects as needed

## General Responsibilities:

*Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*

- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Maintain individual skills, keeping up to date with latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURIO goals.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. May also require weekend work.

Performs other work as assigned.

**Minimum Qualifications:**

- Associates degree or equivalent work experience
- Two years' experience with producing for social media in a business setting

**Computer and/or software qualifications:**

- Beginner level of proficiency in Microsoft Excel, Microsoft Word, Power Point
- Intermediate level proficiency in social media platforms required, including but not limited to: Facebook, Instagram, Twitter, YouTube, Linked-In, Pinterest, Google +, etc.
- Experienced in social content management tools such as Hootsuite, SproutSocial, etc.

**Core Competencies:**

- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Ability to quickly learn and put into practice new systems or tools
- Strong skills in proofreading and/or copy editing.
- Ability to produce written communication with internal and external customers requiring a high level of professionalism and attention to detail.
- Ability to be adaptable, flexible, and proactive
- Excellent organizational and time management skills
- Ability to successfully handle difficult situations
- Strong and professional communication and correspondence skills
- Ability to maintain and protect company proprietary information
- Ability to work independently with little supervision
- Ability to prioritize work assignments and meet tight deadlines
- Skillful in targeting on social platforms

**Preferred Qualifications:**

- Bachelor's degree or equivalent work experience
- Experience in customer service related field
- Experience working with online content management systems, email application tools, analytics tools, or other web-based technologies
- Experience in photography, specifically lifestyle and still life styled shots
- Experience with design applications such as Adobe Creative Cloud

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**Travel Requirement:** Less than 10%

**Working Environment and Physical Demands:**

- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels
- Ability to sit for hours at a time, viewing computer monitor and using telephone on a constant basis; some walking and standing relative to interaction with other personnel
- Occasionally required to lift and/or move items weighing 10 – 15 pounds
- Occasional exposure to work near moving mechanical parts and areas where equipment/product reaches high temperatures is possible.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, and high noise environments is possible.
- Periods of stress may occur

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