

Social Media Manager

POSITION SUMMARY:

We are looking for someone that has experience working with multiple social media sites. Candidate must be well-organized, a strong communicator, client-facing, rock-star that bleeds social media marketing. Pros of the Rope (POTR) needs someone that is confident and can hit the ground running!

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Lead social media growth strategy for Pros of the Rope's social platforms including, but not limited to, Facebook, Twitter, and Instagram
- Drive innovation as it relates to growth; explore new tactics for achieving growth goals within and outside of existing platforms
- Manage and execute SM advertising
- Monitor and report on competitive advertising within social platforms
- Work with POTR team to create cohesive marketing programs that deliver on both growth and goals

QUALIFICATIONS:

- Minimum of 3 years of experience in recreational or business SM
- Must be at least 16 years of age or older
- Majoring in marketing, public relations or related field is preferred
- Proficient in MS Office, social media applications
- Experience in business writing or journalism is a plus
- Solid writing background; experience blogging and/or editing is a plus
- Reliable transportation is required
- Must have a smart phone

KNOWLEDGE/SKILLS/ABILITIES:

- Strong knowledge of social media marketing tactics
- Excellent understanding of social media advertising platforms including Facebook, Twitter, and Instagram
- Excellent written and verbal skills
- Strong conceptual skills with good analytical and organizational skills
- Ability to work independently with minimal supervision