

Title: Social Media Manager
Reports to: Director of Public Relations
Department: Marketing
Classification: Non-Exempt

Position Summary:

The ideal candidate will be able to thrive in a fast-paced environment and bring a strong understanding of social media and customer service skills to the job. This full-time, on-site position involves helping to strategize while managing, expanding, and engaging with our vibrant and growing online communities under the newly created *Origami Owl Family of Brands* company (Origami Owl + Willing Beauty). This highly motivated, creative individual along with their extensive social media experience should embody a desire to connect with current and future customers while turning fans into customers.

Responsibilities

(These responsibilities must be able to be performed with or without reasonable accommodations)

- Create + implement an ongoing social media strategy that supports both Origami Owl + Willing Beauty's company goals.
- Collaborate with and support Product Development and Marketing business calendars to ensure complete alignment.
- Help define strong communication plan for each social media channel under Origami Owl + Willing Beauty. Administrate the creation and publishing of relevant, original and high quality content for all channels.
- An extensive knowledge of social media platforms such as Facebook, Twitter, Instagram, YouTube, Pinterest, etc., a must with an understanding of how each platform can be deployed in different scenarios on behalf of two companies.
- Support engaging social media promotions and campaigns for Origami Owl + Willing Beauty by sharing ideas and best practices.
- Reporting on top global social media trends, online community trends and new developments within the social media industry is a must.
- Professionalism and eventually a thorough knowledge of the *Origami Owl Family of Brands* voice which includes Origami Owl jewelry collections, Willing Beauty skincare and how to best service the Origami Owl Designers + all customers is imperative, as you are the conduit between both brands and the public.
- Extensive understanding of social media reporting & analytics. Provide weekly analytics report to Marketing team with recommendations.
- Support various on-going Marketing projects and at times taking ownership and delivering results in a timely manner.

Position Requirements

- 4-year Bachelor's degree required. Marketing or Communications degree preferred.
- 3 to 5 + years experience monitoring social media channels for a major consumer brand, is preferred.
- Experience with social media networks and reporting tools.
- Excellent verbal and written communications skills.
- Extremely organized, detail-oriented, self starter and reliable. Able to adapt in a constantly changing, fast-paced environment. A team player with confidence to take the lead on projects, if necessary.
- Excellent problem solving capabilities.
- Willingness and ability to work evenings, weekends, and holidays, as needed.
- Possesses functional knowledge and/or personal experience with WordPress.
- Maintains a working knowledge of principles of SEO (search engine optimization) including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social."
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Very familiar with the tools of communication, from forums to blogs, to the main social channels, and a strong understanding of the language and jargon used within that community.

This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.

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