



Job Description:
Content and Social Media Manager
Reports To:
Jackie Lackey, Director of Strategic Marketing

Job Description:

The Content and Social Media Manager should have a passion for listening to customers and followers and creating engaging content to meet their needs. The Content and Social Media Manager should also have an equal passion for social mediums and be an early adopter of new social media capabilities. This person should demonstrate a strong understanding of how to leverage social media for a brand and possess an advanced comfort level with new technologies and trends. This role will work closely with the Director of Strategic Marketing and the Marketing Project Manager to implement appropriate and innovative social media strategy, conversations, editorial direction and content within our community. The Content and Social Media Manager will know how to employ strategies (both paid and organic) on the appropriate social platforms, and work with the Digital Marketing Manager to utilize analytics to understand performance to optimize and adjust moving forward.

Key Responsibilities:

- Responsible for overseeing the development and delivery of quality content across all brands' social channels to drive traffic, engagement and leads, that deliver sales in line with Company revenue goals
- Work closely with the Director of Strategic Marketing and the Marketing Project Manager to produce, create, and edit innovative content in support of business and marketing strategies
- Generate data-driven decisions to move the team and our content forward to meet and/or exceed company goals
- Capture consumer and advisor insights to develop targeted content that speaks directly to their mindset and positions our products in fresh and compelling ways
- Execute periodic competitive reviews; Stay current on industry trends and exceptional content marketing methods
- Development of an outreach program that includes guest-blogging, ghost writers, social influencers, user-generated content, publishing partners, etc.
- Utilize a production calendar to ensure content aligns with sales focus

- Complete quarterly proposals that map out content direction three months prior to execution
- Oversee social media activity for all brands on all social channels
- Implement strategies that drive brand awareness, customer engagement and drive traffic to the site and dealer stores
- Proactively identify social trending moments and platform behaviors that the brands can tap into and leverage in daily content creation/conversation
- Execute live contests and spontaneous, on-the-fly content to engage with user submissions and deepen relationships with fans & followers
- Identify loyalists, detractors, advocates & influencers in the space to draw customer insights, solidify relationships and leverage & amplify social content relevant to the brands
- Monitor and engage with key audiences, continually building an understanding of their user behavior and preferences on social platforms, and managing the voice and persona of the brands on social
- Work with the Marketing Project Manager to develop, maintain and optimize a social marketing content schedule supporting product calendars and leveraging social analytics
- Oversee execution and optimization of paid social buys. Test and optimize messaging, image/video options and posting formats
- Work with the Digital Marketing Manager to establish platform-specific social benchmarks, KPIs, creative best practices and rules of engagement.
- Development and implement a crisis management and communication plan as it applies to social