



Position: Marketing & Social Media Coordinator

Are you passionate about hunting, shooting, and the outdoors? Looking to get your hands dirty in a lot of different areas?

Then a position at RubLine Marketing is for you! The Marketing & Social Media Coordinator should be an engaging writer who is extremely organized with the ability to multitask. This role will interact with fans in real-time as well as ideating, curating and distributing content for a variety of clients, the majority in the hunting/shooting space.

If this sounds like you, then we'd love to talk to you!

Duties:

- Craft attention-grabbing captions to create exciting & valuable content for our followers across multiple platforms (Tik Tok, Instagram, Facebook, YouTube, Twitter and LinkedIn).
- Utilize available analytics to gauge effectiveness of marketing efforts and to make strategic suggestions based on business goals.
- Schedule social media posts efficiently and with attention to detail.
- Able to capture photos in the moment for social media.
- Gather social media reports, provide analysis to the team, suggest improvements.
- Monitor competitors' marketing activities.
- Grow and foster engaged social media communities while achieving business objectives.
- Collaborate with graphic designers to craft the right type of imagery.
- Bring social media trends to the forefront and always stay ahead of the curve.
- Monitor, respond to, and moderate social media conversations on managed platforms.
- Find and engage with partners and influencers to grow brand awareness and reputation.
- Other marketing/communications projects and duties as assigned.

A well-qualified candidate will possess the following:

- Highly organized, detail-oriented and able to manage/execute multiple ongoing projects
- Highly creative, strategic thinker with ability to develop fresh, executable ideas.
- Passion for social media, and the hunting/shooting industry.
- Superb verbal and writing skills to communicate effectively, and on-brand, with consumers.
- Active and engaged participant in social media (please provide links).
- Savvy and knowledgeable about current social media trends, innovations and best practices.
- Solution oriented/problem solver.

Required Knowledge, experience and skills:

- Bachelor's Degree in Communications, Marketing, Journalism, Digital Media, or a related field
- Entry level, 1-2 years of relevant social experience preferred

- Proficient in Google Suite, light Photoshop editing abilities a plus
- Knowledge of Hootsuite and MailChimp a plus
- Proficient in using social media platforms including LinkedIn, Facebook, YouTube, Twitter, Instagram, TikTok and Pinterest
- Exceptional business writing and verbal communication skills is a must have
- Familiarity with online marketing strategies and marketing channels
- Must be proactive and be able to work independently with little or no supervision
- Solid computer skills, including Google Suite, and DropBox.
- Solid understanding of digital content, communication, and marketing principles.

RubLine Marketing is an equal opportunity employer.
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