

# PINKSTORK

BY AMY SUZANNE

## Marketing Specialist

**Location:** On-site - St Augustine/Jacksonville, Florida

**Pay Range:** \$40,000 - \$45,000

**Position Overview:** The Marketing Specialist will be responsible for developing and executing marketing strategies across all platforms for Pink Stork and Amy Suzanne. This role will help manage our social media accounts, create engaging and on-brand content, and analyze performance metrics to optimize our social media efforts. The ideal candidate is passionate about women's health, curating + fostering a community on our social media platforms, social media trends, highly creative, and has a deep understanding of all social media platforms.

## Key Responsibilities:

- Actively participate in social listening + proactive customer engagement.
- Curating special packages for our customers + brand ambassadors; collecting content for this to highlight the customer obsession pillar of our content.
- Collecting, tracking, and reporting marketing analytics (social media reach + engagement, post performance, etc).
- Attaining and organizing UGC that is usable for each brand on multiple platforms.
- Creating written content for social media, blogs, and possibly other platforms.
- Provide actionable insights and recommendations to improve campaign performance and achieve marketing goals.
- Create, edit, and publish high-quality, engaging videos that align with our brand voice and aesthetic to use on Instagram and TikTok.
- Monitor and respond to comments and messages to foster a positive community and build relationships with followers.
- Collaborate with the marketing team to ensure cohesive messaging across all social media platforms.
- Stay up-to-date with the latest social media trends, challenges, and best practices to keep our content fresh and relevant.
- Schedule all content with captions and final content versions.

- Support the planning and execution of social media campaigns, including content calendars, contests, and giveaways.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, or a related field.
- 1-3 years of experience in social media coordination.
- Proven track record of creating successful + engaging content.
- Excellent video editing skills and familiarity with social media video editing tools and features.
- Strong creative and storytelling abilities.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team in a fast-paced environment.
- Proficiency in social media management tools and analytics platforms.
- Passionate about women's health and wellness.

**Benefits:**

- Competitive salary
- Health, dental, and vision insurance.
- FSA and HSA
- Paid Time off
- Sick Time
- Volunteer PTO
- Flexible working hours
- 401k with company matching
- Company culture and team bonding activities
- Company volunteer activities
- Opportunity to make a significant impact on women's health and wellness.
- Collaborative and supportive team environment.

**Core Values**

At Pink Stork, our core values are the heart of our business. They shape our culture, guide our decision-making process, and define who we are as a team.

*Grow or Die*

Growth is essential. We strive for constant improvement and development, both personally and professionally.

*Urgency*

Move fast. We act with speed and purpose, understanding that fast execution is critical to our success. Leaders set the pace, and we disagree and commit quickly.

### *Entrepreneurial Spirit*

We cultivate a culture of innovation, encouraging risk-taking and the pursuit of new opportunities. Scrappiness and tenacity define us. We make the most out of what we have and find creative solutions to problems. Flexibility is key to our success. We embrace change and are always ready to pivot when necessary.

### *Totally Awesome*

We set high standards and strive for excellence in all that we do, from our products to our customer service. Our work is either insanely great or not.

### *Intentional Energy*

We bring passion and enthusiasm to our work, fueling a vibrant and dynamic workplace.

### *Critical Thinking*

We approach every challenge with a thoughtful, analytical mindset. Critical thinking and problem solving are crucial skills for team members at every level of the organization.