

SOCIAL MEDIA MANAGER

Full-Time Pay: \$55k-\$65k

Benefits: Listed on page 3

Location: Salt Lake City

Remote: No

Application Assignment: Page 4

So, you want to manage Pit Viper's organic social channels? Are you the funniest person in the room? Can you make people laugh on the spot? Pit Viper is active on Instagram, Facebook, Tiktok, Twitter, Spotify and Youtube. Your role is to manage Pit Viper's organic presence, and the team who executes the plan.

Key Roles

- Social planning and strategy
 - Working with director to develop and refine strategies across changing social media landscape
- Social platform management
 - Monitor health of all social media platforms
 - Maintaining and increasing engagement on all platforms
 - Using social media management platforms to report KPI's
 - Implementing new strategies and themes for platforms
- Team management
 - Develop content creation skills within team
 - Maintain platform schedules with team
 - Be a resource for content ideas, captions, responses, and interactions
- Content ideation, creation, and follow-through
 - Creating original content, curating user-submitted content, and editing/curating athlete content
 - Daily content collection and organization
- Developing social media plans
 - Develop shot lists and social plans for promotions
 - Being active in content brainstorm
 - Going to shoots and using iPhone to collect content
- Digital Marketing Director manages you, you help run the teams and platforms.

Requirements

- Must be the funniest person you know
- Must live in Utah
- 1+ year past management experience
- 2+ years professional social media experience
- In-depth understanding of social media landscape
- Proficient, or quick to learn:
 - Google Drive Suite
 - Photo and video editing skills
 - Digital Asset Management

Qualities

- Must be funnier than your boss (should be easy)
- Always a step ahead of current social trends
- Ability to push the comedic aspects of content creation
- Data-oriented
- Internet proficiency (knowledge of trends, taboos, history)
- Ability to create funny compelling content
- Highly organized
- Clear written and communication skills
- Eye for photos and editing
- Comfortable in public facing situations
- Humor inspiration does not come from The Office

Extras

- Has been on the internet since ebaumsworld was king
- Understanding of the Pit Viper brand voice would be beneficial
- Repeatedly punished for “inappropriate use of technology” in adolescence
- Has favorite Tim & Eric skits that we somehow haven’t even seen
- Sports

Benefits

- 401k
 - Available after three months of employment
 - Company matches dollar for dollar contributions up to 6% of total pay.
- Healthcare
 - Available after three months employment you will be eligible for the company healthcare plan.
 - Pit Viper will contribute \$400 a month towards whatever plan you choose.
- Pit Viper Profit Sharing
 - Available after one year of employment
 - Fulfills Pit Vipers equivalent to a bonus
 - Bonus units will be provided based on job title
 - 5 year vesting schedule to reach bonus unit maximum
 - Bonus units will pay out the following February
 - Bonus unit values will be given quarterly
 - Total profit share is calculated by multiplying vested units and current bonus unit value
- Cell Phone
 - Available after three months of employment
 - Company will buy you a phone and pay your bills with T Mobile
- 20 Days PTO per year.
 - PTO for the year will be prorated based on your start date
- Wellness Benefit
 - Pit Viper will put \$1000 towards any wellness activity of your choice. This could include ski passes, gym memberships, etc..
- Monthly Gear Allowance
 - \$200 of store credit per month to put towards Pit Viper gear.
- Bike to Work Reimbursement
 - We will pay you \$1 per mile that you bike to and from work.

Send your résumé, cover letter, the below hw assignment and whatever else you think will convince us to: jobs@pitviper.com The subject line needs to read “Résumé for” and the position you are interested in.

Think you can handle it? Prove it.

1. Select any 5 instagram posts on the Pit_Viper instagram and write a unique caption.
2. Draft 3 tweets for the @pitvipershades account.
3. Script 1 tiktok for the @pitvipersunglasses account. You do not need to film the tiktok, we just need to know the concept and the punchlines (extra credit points if you do film it)