

Job Description

Position Title: Social Media Specialist

Department: Marketing

Reports To: Social Media Manager

General Summary: The Social Media Specialist at DECKED is responsible for supporting the Social Media Manager in executing the social media strategy in a dynamic and complex area of the business. This role is positioned on the frontline of our marketing team, building brand equity by sharing our stories, content and brand voice externally. Content and Community Management are intrinsically linked to highly engaging social media channels at DECKED. This Specialist role contributes to the content funnel by curating images and editing video for social media posts, scheduling posts using social media management software, and ensuring that brand voice is monitored and optimized across all channels.

The role also involves interacting directly with our community through inbox and comment responses; always going the extra mile to meet our followers' needs and make the DECKED experience great. This means ensuring that no question goes unanswered, that no issue goes unresolved, and that each interaction is sincere, genuine, and memorable. This is the formula for an ideal DECKED brand experience, regardless of which channel the customer meets us.

It is also mission-critical that this specialist remains at the forefront of social media trends, innovations, and changes to platforms proactively, and communicates these learnings with the Social Media Manager and the rest of the social media team in weekly meetings.

Essential Job Functions:

1. Content Management & Data Analysis-

- Draft social media posts according to our content calendar and strategy in Figma.
- Edit images and video for optimal performance and on-brand appearance.
- Schedule posts for distribution across social media platforms, using Sprout and in-app methods as appropriate.
- Track and report weekly social media metrics, including engagement, reach, impressions and more, and provide analysis and recommendations against performance plans.
- Maintain organized file management in DECKED's Google Drive.
- Collaborate with the Community Marketing team to integrate content from Content Creator and Ambassador teams, leveraging these personalities for optimal brand engagement.
- Review, collect, and organize User Generated Content shared with DECKED as relevant to social media strategy.

2. Communications and Community Engagement

- Monitor and manage DECKED's 1:1 customer interactions.
 - Via Social media (Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn):
 - Respond to direct messages facilitating resolution to customer inquiries, meeting 100% response rate.
 - Interact with comments, answer questions, address concerns on both organic and paid ad threads, using DECKED's established brand voice guidelines.
 - Encourage participation by engaging with followers: respond to comments, comment on posts we're tagged in, like posts of others, nurture the DECKED community spreading brand goodness.
 - Flag, save, and/or download quality content for additional content generation and planning:
 - Notify the marketing team of such content and its availability.
 - Verify with the creator that usage is approved.
 - Via Customer Service and product warranty:
 - Refer warranty, product issues, or other customer challenges to the correct DECKED contact in either customer service or warranty.

Experience and Other Requirements:

- Exceptional and proven organizational skills.
- Intimate knowledge and/or desire to learn social media best practices.
- Firm understanding of social media platforms used by DECKED (Facebook, Instagram, TikTok, YouTube, etc.) and a passion for discovering the next platform(s) or trend(s) in this area of the business.
- Ability to analyze and interpret data using dashboards and spreadsheets.
- Experience with or capability to learn management programs including Sprout, Klear, and Meltwater.
- Knowledge of image and video editing software and methods including Figma and the Adobe creative suite.
- Passion for exceptional, over-the-top customer service.
- Excellent, proven communication skills, both written and verbal.
- Minimum two years' experience as a social media representative, or a similar role.
- Prior experience in a customer service role is ideal.
- Ability to multi-task and work independently in a fast-paced environment.

Compensation and Benefits:

- Competitive Compensation and Benefits Package
- Paid parental leave
- Wellness
- Free water, decent coffee, nice people

Note: The statements herein are intended to describe the general nature and level of work performed by employees, but are not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.