

ROCKFORD CORPORATION

Rockford Fosgate, high-performance audio manufacturer is looking for an innovative Social Media Specialist to join their in-house creative department. This is an extremely visible position and we're looking for someone who has a passion for social media and the audio lifestyle and culture.

JOB TITLE: Social Media Specialist

JOB SUMMARY:

This role is responsible for driving both iterative and innovative social media solutions for all of Rockford Corporation's social channels. This role requires you to build, interact, and maintain the brands presence across all social outlets. Day to day you lead the charge on posting, tweeting, snap-chatting, sharing, creating and reposting content. This position reports to the Creative Manager.

Requirements:

- Expert using, interacting, and monitoring all social media channels and applications
- Understanding and properly utilizing hashtags
- Ability to conceive, launch and execute social campaigns
- Provide detailed reports of social interactions and statistics
- Ability to identify peak user engagement times
- Ability to identify which social platform content will resonate with
- Self managing projects from initial conception to completion
- Comfortable working on multiple projects in a fast paced, deadline driven environment
- Ability to pitch ideas

What You Will Be Doing:

- Posting relevant content everyday
- Managing social campaigns, promotions and giveaways
- Recommending, researching and contacting industry influencers for cross promotions
- Creating relevant, thoughtful, well written and executed social posts
- Interacting, liking and answering questions
- Working with graphic designers on creating content
- Creating a posting schedule
- Creating content from scratch

Qualifications:

- A team player with a positive attitude
- Basic working knowledge of Adobe Creative Suite (Photoshop + Illustrator)
- Basic knowledge of file types, JPGS, PNGS, PSD, etc.
- Bachelors in Marketing, Business, or similar
- Requires 1+ years of professional experience
- Proven record of successful previous social media campaigns
- Excellent communication, grammar and people skills
- Travel as needed for trade shows, sales events, and photo shoots

Please submit your resume, cover letter, salary expectations and links to samples of your work to jobs@rockfordcorp.com