

POSITION OPENING: SOCIAL MEDIA MARKETING ASSOCIATE

Are you a Social Media maven? Otto's Pub & Brewery and Barrel 21 Distillery & Dining is looking for a part-time Marketing Associate to contribute to the efforts of our Marketing team. The Social Media Marketing Associate will support the team with a wide variety of tasks, including social media engagement (Twitter/Facebook/**Instagram**/Pinterest, etc.), planning and analysis. Opportunity to learn about online marketing (Search Engine Optimization, Search Engine Marketing, and Social Media Marketing) in a fantastic, positive, and energetic environment.

RESPONSIBILITIES

- Performing social media engagement activities (crafting, posting, and tracking posts across various social media platforms, e.g. Facebook, Twitter, **Instagram**, Pinterest) as directed in support of our social marketing initiatives.
- **Create email marketing campaigns using Mailchimp.**
- **Responsible for creation and approval of any outside ad for any publication or post for Otto's Pub and Brewery and Barrel 21 Distillery & Dining.**
- **Responsible for Marketing of the restaurant(s) through ads both in print and online through multiple different sites including Statecollege.com and Google ad words including ad development and proofing.**
- **Responsible for for correct documentation of social media wavers and photo releases.**
- Organize and maintain an editorial calendar, with posts drafted and scheduled for future publication.
- Update our websites using WordPress
- Coordinate with various teams and departments to ensure social media activities help to support business initiatives.
- Monitor and track performance of posts, Prepare reports, perform analysis (including preparing and documenting actionable insights) and share data as directed.
- Listen to our social media audiences, engaging with guests as directed.
- Performing editorial tasks (visiting URLs, copy & pasting data, cleaning up text files) as directed.
- Running reports.
- Updating spreadsheets.
- Reviewing reports and communicating anomalies.

QUALIFICATIONS FOR POSITION

- Bachelors Degree in Marketing, Management, Communications or Computer Science
1-3 years Internet Marketing experience
- Experience & familiarity with leading social media platforms, including Twitter, Facebook, **Instagram**, Pinterest as well as WordPress for web site development.
- Ability to be creative and engaging in written communication, especially within the restrictions of social media platforms, while strictly adhering to project guidelines for tone and voice.
- Critical thinker, with the ability to distill actionable insights from large quantities of data.
- Ability and desire to stay on the cutting edge of industry best practices, including frequent review of relevant blogs, websites, social media though leader social media streams, etc.
- Proficiency with Microsoft Office Suite.
- Proficiency with text editing and basic data manipulation.
- Ability to work well with cross-functional teams

- Comfortable working with all levels of an organization