

Rejuvenation



Description: Social Media Administrator – placement, appearance, and content

Department: Marketing

Reports To: Marketing Manager

MAJOR FOCUS

- 1) Coordinate, create, and place content for the company's social media platforms including Facebook, Twitter, Pinterest, Instagram, YouTube, and LinkedIn, as part of an internal marketing team.
- 2) Work with the Marketing and Sales teams about content development, topics, and opportunities.
- 3) Manage keywords and search engine optimization (SEO), track statistics and analytics.
- 4) Manage online social media messaging and conversations.
- 5) Stay knowledgeable about industry developments and trends including design methods, software, food specifics and applicable rules and regulations.
- 6) Provide Marketing Department support as needed.
- 7) Monitor, capture and share interactivity regularly.
- 8) Plan and schedule social media content for long and short-term objectives.
- 9) Help develop visual content for images, pins, video and messaging.
- 10) Research and recommend trends, social channels and influencers.

DUTIES AND RESPONSIBILITIES

- A) Carry out assignments and meet deadlines.
- B) Energize Eden Foods' social media presence as part of a team.
- C) Manage, lead, and update social media.
- D) Participate in design and graphics for social media and website.
- E) Assist in maintaining a library of search terms (keywords) and related analysis for search engine optimization and targeted advertising.
- F) Participate in managing Eden's website to identify enhancement opportunities, refinements and improvements.

JOB REQUIREMENTS

- A) Three years of professional social media experience with a marketing, communications, or creative design background.
- B) Strong language and communication skills, including proofing and editing. Self-starter with ability to monitor, organize, and manage multiple projects.
- C) Proficient knowledge of graphic software including the components of Adobe Creative Suite, Microsoft Office, and social media scheduling software such as Sendible.
- D) Ability to provide an opinion and explanation, receive critique, coordinate messaging, and create design balancing multiple dynamics.
- E) An openness and willingness to learn and share.

This job description is not intended to be all-inclusive. All staff must perform other duties as assigned by immediate supervisor and management as required. Eden Foods reserves the right to modify job duties and responsibilities. This job description does not constitute a written or implied contract of employment.

Eden Foods, Inc.

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