

Rejuvenation

Job Description

Marketing Department

Position: Social Media Accounts Manager

Reports to: Marketing Department Lead



Duties and Responsibilities

1. Ensure correct, consistent Company messaging as a thoughtful part of the Marketing team.
2. Cultivate and nurture relationships related to social media, and with influencers the company works with.
3. Become knowledgeable about the principles, history, and plans which guide Eden Foods messaging.
4. Become knowledgeable and develop understanding about Company products and business practices.
5. Work with the Marketing team to create visuals and written content to entertain, educate, inspire Eden foods appreciation.
6. Collaborate with Marketing and Sales Department personnel to synchronize Sales & Marketing efforts via all forms of social media.
7. Manage and oversee campaigns and their impact on social media marketing channels.
8. Contribute to Marketing strategy and planning with an eye toward current trends in social media.
9. Optimize and manage Department social media calendars ensuring communication, collaboration with Sales Dept. personnel.
10. Manage social media strategies for creating and executing social outreach campaigns, for product launches, promotions, research, and announcements
11. Create plans to grow the Company engagement through various social media venues.

Job Requirements

- A. Education and experience sufficient to efficiently carry out Marketing efforts and intracompany coordination.
- B. A team-oriented self-starter with a positive work ethic
- C. Highly organized with attention to detail
- D. Proficient writing and editing ability
- E. A working knowledge of, and familiarity with, managing company public relations and social media
- F. Reliable availability and follow through

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- G. Be forthright and straightforward in business conducted on behalf of the Company
- H. Ability to organize, remain flexible and adaptable to change as circumstances develop.
- I. An eager willingness to be a crucial member a Marketing team.
- J. Creative, process honoring, and attention to detail
- K. Willingness to learn and adapt

This job description is not intended to be all-inclusive or a complete explanation of duties. Employees are required to perform duties as assigned by their supervisor or management. Eden reserves the right to modify job duties and responsibilities as needed. Job descriptions do not constitute or imply an employment contract.