

Communications and Marketing Assistant at Fat Pants Brewing Co:

The Communications and Marketing Assistant will administer the company's social media marketing, profiles and company information synchronization.

Responsibilities include but are not limited to:

- Deliberate planning, strategy and goal setting.
 - Development of brand awareness and online reputation.
 - Content management (including website and social media channels.)
 - SEO (search engine optimization) and generation of inbound traffic.
 - Conduct research and analyze customer behavior.
 - Creatively envision macro and micro needs to design and implement successful marketing campaigns.
 - Manage effective tracking systems for online marketing activities.
 - Identify and analyze competitors.
 - Prepare reports via the collection and analysis of sales data.
 - Collaborate with the design department.
- Track existing marketing campaigns to completion and report on results.
- Develop strategies to improve existing and past marketing efforts.
 - Reputation management

This position seeks a highly motivated, self starting, creative individual with experience and a passion for connecting with current and future customers. That passion comes through as they engage with customers on a daily basis, with the ultimate goal of:

- Turning fans into customers.
- Turning customers into advocates.
- Generating repeat business.

Community participation

Community leadership and participation (both online and offline) are integral to success in this position. An essential component is communicating the company's brand in a positive, authentic way that will attract today's modern, hyper-connected buyers.

Content management duties include:

- Administrate the creation and publishing of relevant, original, high-quality content (for all channels and advertisements.)

- Identify and improve organizational development aspects that would improve content.
- Create a regular publishing schedule and promote content through social advertising.
- Leverage the right tools to manage content.
- Follow and update the content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Integrate all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)
- Conceptualize, design, create and implement social advertising campaigns.
- Monitor social media marketing campaigns and day-to-day activities including:
 - Develop relevant content topics to reach the company's target customers.
 - Create, curate, and manage all published content (images, video, written and audio/podcast).
 - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
 - Conduct online advocacy and open a stream for cross-promotions.
 - Develop and expand community and/or influencer outreach efforts.
 - Oversee design (ie: Social media graphics for Facebook cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
 - Design, create and manage promotions and social ad campaigns, being sure to integrate with company's overall marketing campaign plan and channels.
 - Monitor online reviews and respond to each review timely and with care.
 - Analyze key metrics and tweak strategy as needed.
 - Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.

- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Skills and Qualifications Desired:

Required:

- Ability to consistently self-start on projects and take initiative without needing supervision.
- Willingness to learn new softwares and programs.
- Effective and clear communication skills.
- Typing and writing proficiency.
- A passion for creativity and thinking outside of the box.

Desired:

- Solid working knowledge of traditional and digital marketing tools:
- Experience with multiple research methods and use of data analytics software.
- Experience with SEO/SEM campaigns.
- Familiarity with CRM and content management systems.
- Previous experience in sales and marketing preferred.
- Commercial awareness of the industry and current developments.
- Receptive to opportunities for continuing education and professional development.

Compensation: \$17.35/hr for 20-30 hrs/week

Remote work opportunities available. Company provided devices.

Per Fat Pants Brewing Co.'s Full Time Employee Qualification Policy:

Employees that average more than 30 hours per week or 120 hours per calendar month are eligible for the following benefits:

14 Days of Paid Time Off (non-rollover eligible, renews every calendar year)

Company subsidized health insurance

Vision, Dental insurance

Annual performance reviews and merit increase eligibility