



We are a customer focused provider of audio solutions. We exceed users' expectations with well thought out design, integration, and service. Our purpose-built products meet our customers where they are at, enhancing their moment with a powerful experience through music.

Job Title: Social Media Content Creator

We are looking for a Social Media Content Creator to plan, produce, and publish high-performing content across our social channels. This role is hands-on, fast-paced, and highly collaborative. You will capture and edit short-form video, create photo and graphic content, support launches and events with real-time coverage, and help maintain a consistent brand voice and visual style across platforms.

Key Responsibilities:

- Create and publish social-first content for platforms including Instagram, TikTok, YouTube (Shorts), Facebook, and LinkedIn as needed.
- Produce short-form video end-to-end: concepting, scripting, filming, lighting/audio setup, editing, captions, and export formatting.
- Capture photo and video content at events, product shoots, dealer/partner visits, and internal brand moments.
- Develop content themes and weekly posting plans aligned to product launches, campaigns, and brand priorities.
- Write platform-appropriate captions and supporting copy that reflect brand voice and drive engagement.
- Collaborate with marketing, product, and creative teams to turn key messages into social content.
- Manage content organization: shot lists, file naming, asset libraries, and version control for edits.
- Assist with community support tasks (as assigned): comment moderation, DM routing, and escalation of customer issues to the appropriate team.
- Stay current on trends, audio/visual styles, platform updates, and best practices, then translate them into on-brand content ideas.
- Track basic performance metrics and report learnings (what worked, what didn't, and what to test next).

Required Skills/Qualifications:

- 5+ years creating content for brand social media (or equivalent portfolio demonstrating capability).
- Strong short-form video editing skills (Reels/TikTok/Shorts) and comfort being behind and in front of the camera.
- Experience with mobile and/or mirrorless camera capture, lighting fundamentals, and clean audio capture.
- Proficiency with editing tools such as CapCut, Adobe Premiere Pro, Final Cut, or similar.
- Strong writing skills for captions, hooks, and on-screen text.
- Organized, deadline-driven, and comfortable managing multiple projects at once.
- Must provide a portfolio (links to channels, reels, or a content reel).
- Ability to lift and carry light production gear (up to 40 lbs).
- Willingness to travel up to 20% for events and shoots, including occasional weekends as needed.
- Basic motion graphics experience (After Effects, Premiere templates, Canva, etc.).
- Experience working events and producing content under tight timelines.
- Familiarity with paid social creative best practices (hooks, pacing, messaging for performance ads).
- Understanding of brand standards and how to apply them consistently across content formats.

About Rockford & Benefits

Rockford Fosgate is an equal opportunity employer located in Tempe, Arizona. Join us and thrive in a dynamic office environment where your contributions truly make a difference. Enjoy the benefits of flexibility, competitive pay, affordable healthcare, a 401k match, and a pathway for growth. Interested and qualified applicants are encouraged to send their resume and cover letter to jobs@rockfordcorp.com Visit www.rockfordfosgate.com to learn more about us.