**Social Media Manager**

Rockford Fosgate, high-performance audio manufacturer is looking for an innovative Social Media Manager to join their in-house marketing department. This is an extremely visible position and we’re looking for someone who has a passion for social media and the audio lifestyle and culture.

This role is responsible for driving both iterative and innovative social media solutions for all of Rockford Corporation’s social channels. This role requires you to build, interact, and maintain the brands presence across all social outlets. Day to day you lead the charge on posting, managing, creating, and reposting content. This position reports to the Marketing Director.

**Requirements:**

• Expert using, interacting, and monitoring all social media channels and applications

• Researching social media trends and informing management of changes that are relevant to the company’s marketing activities

• Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign’s performance against the KPIs

• Analyzing the company’s digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements

• Create, maintain, and manage social media calendar

• Ability to conceive, launch and execute social campaigns

• Provide detailed reports of social interactions and statistics

• Ability to identify peak user engagement times

• Self managing projects from initial conception to completion

• Comfortable working on multiple projects in a fast paced, deadline driven environment

**What You Will Be Doing:**

• Posting relevant content every day, interacting, liking, and answering questions

• Managing social campaigns, promotions, and giveaways

• Recommending, researching, and contacting industry influencers for cross promotions

• Creating relevant, thoughtful, well written and executed social posts

• Working with designers and videographers on creating content

• Creating a posting schedule

• Providing monthly analytics and making recommendations

**Qualifications:**

• A team player with a positive attitude

• Basic working knowledge of Adobe Creative Suite (Photoshop + Illustrator)

• Understanding of SEO, keyword research and Google Analytics

• Experience with Brandwatch, Falcon.io, or other social monitoring platforms a plus.

• Basic knowledge of file types, JPGS, PNGS, PSD, etc.  
• Bachelor’s in marketing, Business, or similar   
• Requires 3+ years of professional social media experience   
• Proven record of successful previous social media campaigns

• Excellent communication, grammar, and people skills  
• Travel as needed for trade shows, sales events, and photo shoots

Please submit your resume, cover letter, salary expectations and links to samples of your work to jobs@rockfordcorp.com