



SOCIAL MEDIA COORDINATOR

WILD GOOSE FILLING

POSITION: Social Media Coordinator

ABOUT WILD GOOSE FILLING

Wild Goose Filling is the premier canning and bottling solution for the craft beverage industry. Through innovative engineering and experience, Wild Goose designs and builds custom beverage filling systems that allow craft producers to create their highest quality products with unprecedented precision and versatility. Built over decades, Wild Goose's industry-leading expertise ensures the quality and consistency of every batch from tank to can and bottle.

POSITION DESCRIPTION

We are seeking a creative Social Media Coordinator to join our team and build Wild Goose's social media presence and engagement. This position is responsible for developing and implementing Wild Goose's social media campaigns to increase brand awareness, grow engagement and enhance marketing and sales efforts in the craft beverage industries.

The Social Media Coordinator will manage all aspects of Wild Goose's daily social media presence through Instagram, Facebook, Twitter, YouTube, LinkedIn and various industry forums. We are looking for a social media-savvy individual with excellent knowledge of current social media platforms, best practices, trends and tools. This role will also utilize other digital and web resources to enhance social media strategies, including search engine optimization techniques and evaluation tools like Google Analytics.

Based in Colorado, this position reports to the Marketing Manager.

- Develop and share engaging, relevant content including text, images, graphics and videos on various social media platforms
- Work with the Marketing Manager to develop social media strategies and campaigns

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- Establish and maintain a social content schedule in alignment with Wild Goose’s Marketing and Product Development calendars
- Measure and evaluate social media KPIs, including engagement metrics, web traffic and related SEO results; create action plans to target growth opportunities
- Generate collaborative social content in coordination with staff, partners and customers
- Create and manage paid social and search engine advertising campaigns
- Engage with relevant customer posts, comments and other social content
- Curate content playlists, stories and other topical series
- Respond to customer inquiries received via social media and route to appropriate staff
- Regularly follow, like, or subscribe to customer social accounts
- Facilitate cross-use of social media content throughout other marketing initiatives
- Contribute insights and content as needed to enhance other online company platforms, including websites and blogs
- Maintain social media accounts and homepages
- Discover and implement new methods or tools to optimize social accounts and improve efficiency
- Monitor industry news and forums, and share information internally or publicly as appropriate
- Report on online brand perception and customer feedback
- Attend industry or company events as relevant to social media and marketing efforts

POSITION REQUIREMENTS

- Bachelor’s degree in Marketing, Communications, Public Relations or a related field
- Minimum of one year of experience in a business social media role, preferably B2B
- In-depth knowledge of Instagram, Facebook, Twitter, YouTube and LinkedIn, plus social media tools and best practices
- Knowledge of paid advertising platforms (social and search engine)
- Understanding of SEO, keyword research, Google Analytics and website traffic metrics
- Experience with photo, graphic and video editing tools like Adobe Creative Cloud suite
- Experience with Microsoft Office programs (Word, Excel, Outlook, PowerPoint)
- Excellent communication abilities, including copywriting and copy editing

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- Great multi-tasking, organizational and critical thinking skills
- Enthusiasm for the craft beer and beverage industries

OTHER REQUIREMENTS

- Ability to work remotely or onsite as needed
- Occasional travel to events and customer sites

EMPLOYMENT INFORMATION

It is Wild Goose Filling's policy to provide an equal employment opportunity to all individuals. We are committed to a diverse workforce. All employees are responsible for supporting the concept of equal opportunity and diversity and assisting the company in meeting its objectives. Wild Goose Filling prohibits discrimination based on employees' and applicants' race, color, creed, religion, national origin, ancestry, age, disability, sex, sexual orientation, and any other status protected by applicable federal or Colorado state law.

Job Type: Full-time

Location: Louisville, Colorado, USA

Compensation: \$40,000-\$45,000/year

Benefits: Comprehensive medical, dental and vision benefits offered

401k plan with match offered

Paid time off provided

Annual Bonus eligible

To Apply: Please email cover letter and resume to jobs@wildgoosefilling.com

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