



Job Description

Updated 8-16

Posting Date: 5/10/19

Position: Social Media Coordinator

Department: Marketing

Reports To: Director of Marketing /Communications Manager

Key Working Relationships: Director of Marketing, Communications Manager, Marketing Manager (Brand Programs), Brand Design, Brand POS, Gift Shop/Tour Center teams and agency partners.

Summary: D.G. Yuengling & Son, Inc., America's Oldest Brewery, is a family owned and operated brewery built on strong heritage and traditions. Yuengling has a cult-like following of passionate fans. We are looking for a Social Media Coordinator to help bring our unique story to life to accelerate brand awareness and engagement. The Social Media Coordinator will be responsible for all Yuengling businesses, including the portfolio of beer brands' and gift shop/tour center's social media, community management strategy, content creation, media plan execution and measurement.

Essential Duties/Responsibilities & Cultural Fit:

To perform this job with excellence, an individual must be able to perform each essential duty satisfactorily. The Requirements listed below are presentative of the knowledge, skill and or ability required.

I. **Responsibilities**

- a. Lead the development of and implementation of company social media strategy, including content calendar, channels, content pillars, investment strategy and ROI measurement
- b. Create/refine organization social media processes and best practices
- c. Curate, gather, and create content for social media posts (Facebook, Twitter, Instagram, etc.) : includes art design and copy writing

- d. Manage all content posting and interactions for Yuengling social properties
- e. Manage the brand voice for Yuengling social channels consistently to align with brand strategy
- f. Monitor social media communities to identify and develop better ways to engage to drive awareness, affinity and purchase intent
- g. Develop social media plan strategy and execute media buys within social media channels daily (eg Facebook, Twitter, Instagram, etc)
- h. Develop and execute social media promotions (national and local)
- i. Develop monthly analytics reporting for budget management and ROI for each social media platform
- a. Identifies key strategic partners and manages key partner relationships.
- b. Position requires flexibility for days, hours of work and occasionally travel.
- c. Position location in Pottsville, PA.

II. Skills and Qualifications:

- A.** Demonstrated passion for Yuengling beer.
- B.** Proven track record of social media marketing for brands in CPG
- C.** Creative acumen and understanding of how brands bring stories to life in the digital/social space
- D.** Experience in working with social platforms on desktop, mobile and live from events
- E.** Proficient with major social media platforms (Facebook, twitter, Instagram, Snapchat, Pinterest, etc)
- F.** Proficient in social media analytics tools (Facebook Ads Manager and Insights, Twitter Ads and Analytics, Instagram Insights) and social media management tools (Sprout Social)
- G.** Comfort with other digital media and research reporting tools (Google Analytics, Sales Force, Radien6)
- H.** Possess a strong desire to stay familiar with current culture and relevant news, and remains in-tune with the latest trends
- I.** Intellectual curiosity: possesses a desire to learn and explore what is new and possible within the social media and community management field
- J.** Passion to win: Strong sense for urgency, positive attitude and willingness to challenge status quo and go the extra mile to build our brands
- K.** Demonstrated strong detail orientation: specifically as it pertains to posts/campaigns, tone/style of social copy and ownership of projects
- L.** Proficiency in project management skills and managing multiple initiatives simultaneously to meet deadlines. Works well under pressure.
- M.** Self-starter, with the ability to work independently or as a team. High motor to drive the business self-sufficiently.
- N.** Promotes flexibility and is responsive to change in a positive manner.
- O.** Expects to iteratively improve for better results year on year.
- P.** Ability to interact and work with various personalities and a range of management levels internally and externally.
- Q.** Highly collaborative, works well in a team environment.
- R.** Excellent interpersonal skills and leadership skills. Demonstrates group presentation skills and participates in meetings.

- S. Agency/vendor management expertise for Facebook, Twitter, Google, Woobox, Sprout Social, etc.
- T. Understanding of platform/account and alcoholic beverage advertising code policies
- U. Proficient in Microsoft Office suite, Adobe Photoshop, and video editing software (Premiere, iMovie).
- V. Performs additional duties and responsibilities as requested, directed or assigned by management.

Education and/or Experience:

Bachelor's Degree preferred, and a minimum of 3-5 years of community management and or social media marketing experience. Proven track record of social media marketing from an Alcoholic beverage (manufacturer), CPG (beverage and snack) or agency is preferred.