

Social Media Specialist - 5 month assignment (Beginning in November 2021)
Social Media Specialist | Short Term Coverage – 5 month assignment

About Factory:

Founded in 2018, Factory is a team of experienced operators with \$250M of investable capital who acquire meaningful equity stakes in high potential food and beverage companies and partner with them to rapidly build value. Factory team members have expertise in sales, marketing, product development, food science, manufacturing, logistics, supply chain, package engineering, graphic design, food safety, consumer insights, digital and social media, and finance. Factory is based in a one-of-a-kind 40,000 sq. ft. innovation and scale-up facility in Bethlehem PA, where we provide partner companies with support and resources so invested capital can be used for growth, not SG&A.

Location: Factory LLC.,315 Columbia St, Bethlehem, PA 18015

Reporting To: Director of Digital Marketing

JOB DESCRIPTION SUMMARY:

The Social Media Specialist is the voice of the Factory brands across all social media platforms (Facebook, Instagram, Twitter, TikTok, Pinterest, etc). Core responsibilities include ongoing monitoring and moderation of all social handles and engaging with consumers via direct message, post comments and general mentions. You'll use Sprout, a social listening platform, to identify trends/ issues/ opportunities along the GRIN & Brandchamp platforms to cultivate relationships with potential influencers. The ideal candidate will have a strong grasp of current trends in social media and influencer marketing. The Social Media Specialist reports to the Director of Digital marketing, and will work with the brand teams, Agency partners, and internal creative teams.

This is an opportunity to help increase awareness, enhance brand reputation, build relationships and drive sales for multiple Factory brands, including Pipcorn, Mikey's and Honey Stinger. The successful individual exhibits excellent written communication skills, superior organization, and the ability to stay on top of emerging trends. You must be solution oriented with the ability to work effectively in a fast-paced, innovative, entrepreneurial environment. This role is for maternity coverage, with the possibility of converting into a permanent role for the right individual.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Be the voice of assigned brands across all social media platforms. Manage SOPs (standard operating procedures) for response guidelines and consistent brand voice / tone.
- Monitor relevant conversations and engage with consumers to enhance brand reputation.

- Identify trends and opportunities to support development of content strategy. Collaborate with the cross-functional team to manage the content calendar.
- Responsible coordinating brand giveaways, manage influencer programs, and for posting all content.
- Support the strategic process, including:
 - Track defined KPIs
 - Competitive analysis
 - Audience insights
 - Social listening

Why Factory?

Really cool workplace

Really cool co-workers

Rock climbing wall

Chef prepared breakfast and lunch

Onsite gym

Scooters/bikes

All job seekers must be fully vaccinated to enter the business. Temperature checks and Covid questionnaires must be completed.