

Social Media Content Manager / PLAE, Inc. Make your mark. Join us at PLAE.

You're more than just the job you do, and we're more than just a company that makes rad shoes. PLAE enables people to be who they are and do what they love— wherever, whenever. We do that by making stuff that is better, cooler and more fun to inspire people of all ages and abilities to make their mark on the world.

We believe fervently in the power of play and are driven by the desire to make play accessible to everyone, regardless of age or ability. We think deeply about design and technology and kinesiology, but we think about those things through the lens of kid-thinking. Kids don't know what's not possible, and that is how we approach every problem we set out to solve.

It's *all* possible.

PLAE products support and enable play, and so does our culture.

The team you'll be joining at PLAE is a group of designers, creators, makers, and professionals, but we're also parents, cooks, cyclists, runners, skiers, travelers, photographers, campers, and cross stitchers. We're people who love to have fun and to help others do the same. We're also very serious about snacks. With us, you'll be helping to build the first digitally native active lifestyle brand. You'll work in an exciting, fun, fast-paced, high-growth environment where you will have the freedom to ideate, discover new possibilities, solve big problems, and debate about food every day. (We're not kidding about this.) You'll work with a company that's serious about having fun and giving back while making the best, most inclusive shoes on the market.

There is always room for play. Come work for a company that lives by those words, one that encourages you to be bold, be weird, be spontaneous, be able to defend your ice cream choices, **be you**.

Seeking: Social Media Content Manager

This is an extraordinary opportunity for the right candidate to play a key role in PLAE's growing Marketing Department. Working directly with PLAE's Head of Marketing, you will manage the content planning, curation, story ideation, and direct fan/follower communication for PLAE's social handles to drive best-in-class customer experience and engagement, as well as ensure that our social programs deliver on PLAE's overarching brand marketing and campaign strategies. You will work with key social media and digital platforms such as Facebook, Instagram, Snapchat, Twitter and YouTube, as well as seek out emerging platforms that can help us grow our customer base and brand.

Success in this role requires a passion for social media, strong understanding of brand marketing and content strategy, excellent project management skills, an aptitude for measurement and performance monitoring, a keen eye for compelling and innovative content, a customer-service approach to fans, and a passion for continuous improvement.

We are looking for someone who is creative and innovative, strategic and analytical, and – above all – lives, breathes and champions PLAE's values – including doing big things and having fun.

Responsibilities:

- Manage the planning, development and execution of programs for PLAE's social channels including Instagram, Facebook, Twitter, etc.
- Manage the day-to-day messaging, monitoring, and moderation of social media channels
- Works with PLAE's Head of Marketing to build out the social strategy and calendars for each social channel to grow audiences and foster global social conversation
- Works with the Designers to guide the creation of social content such as social graphics, stories, visual development, animated GIFs, and short-form video
- Tracks performance of PLAE's social media campaigns, content, and overall health across all social handles with regular and timely reporting that articulates insights, trends, and key learnings
- Works closely and collaboratively across Marketing, Product, Ecomm, Operations, and other external/internal partners to champion social-first ideas and execute integrated activations, events, and strategies
- Works with the Media Agency responsible for Paid Social media planning and buying to ensure cohesiveness and consistency across Paid and Owned/Organic efforts
- Partners with social platforms to identify new opportunities and develop innovative activations
- Continuously ideates and innovates within the social space as a strategic thought partner in social media for cross-functional teams
- Inform strategies to test new social channels and product features where relevant
- Regularly audits the social activity of our competitors

Qualifications:

- 3-4 years of experience working in social media marketing, community management, and digital/brand marketing.

- Proficient in relevant social platforms including Instagram, Facebook, Twitter, Pinterest and YouTube as well as emerging channels
- Copy editing experience translating marketing and business objectives into brand-relevant conversations
- Agency experience or equivalent experience working brand/client side in a highly cross-functional or matrixed organization with a high degree of collaboration
- Excitement for learning, open to new experiences and challenges in a fast-paced environment
- Personable and flexible with demands and changes in extremely fast-moving business environment
- Ability to manage multiple projects and creative ideas on tight deadlines in a fast-paced environment
- Ability to quickly adapt to ever-changing social media landscape and given scope of work as needed for the business
- A creative disposition; able to partner with Creative, Design, and Production teams and speak the same language
- Must have a voracious appetite and passion for social media
- Attention to detail and ability to use sound judgement
- Minimum BA or BS degree, preferably in Communications, Business, Marketing, and/or related field

If you are passionate about becoming a hands-on team member and helping create an enduring consumer brand with phenomenal commercial success, contact us at angelique@plae.co. Please include portfolio examples that showcase your exceptional talent and communication skills.