

## **Social Media Specialist**

Kent's Ice Cream Co. is a family owned business, with a passion for giving our customers the best experience possible, every time they visit. We have grown quickly and by the end of 2022, we will have three locations - Chilliwack, Garrison and Cultus Lake.

Currently, we are looking to add a key member to our group who is eager to start their career as a Social Media Specialist. Our team is small, making it a position full of opportunity. This person will be in charge of all our social media channels (Instagram, TikTok and Facebook) so it will be necessary to be able to manage their own schedule, create and capture content and help align the brand image of our 3 locations with our online presence. You should be adept in photoshop and/or illustrator, as well as taking photos, to help create our vision.

The position will be full time, 35-40 hrs per week (Tuesday - Saturday), and you will be **required** to work out of our head office in Chilliwack. We are looking to fill an in-house position only. If this sounds like you please send us a cover letter, resume & provide some examples of your previous work! Only candidates considered for the position will be contacted.

### **YOU ARE:**

- A creative thinker who has new out-of-the-box ideas
- Extremely organized
- Skilled in photography
- Very independent with strong project management and organizational skills
- Familiar with Facebook, TikTok and Instagram platforms along with in-app video editing
- Able to communicate clearly and effectively
- Adept in photoshop and/or illustrator
- Highly proficient in the English language with a strong attention to detail

### **YOU WILL:**

- Be responsible for developing and implementing social media plans across all platforms, including TikTok, Instagram, Facebook and our website.
- Take photos and videos for all social content
- Develop an optimal posting schedule
- Create and maintain social content calendars to support and align with our store objectives.
- Stay up to date on social trends and continuously propose new content ideas and tactics to increase brand engagement
- Create TikTok content, post daily stories, post daily tiktoks
- Work with our external community & cross-market to continue to grow our brand
- Frequently monitor online conversations and engage with our community
- Plan campaigns, giveaways, etc... at different times of the year