

BERNINA USA: Social Media Coordinator

Job Summary

The Social Media Specialist will be involved with all aspects of marketing for BoA.

You will be providing support for berinina.com, WeAllSew.com, Facebook, Instagram, Pinterest and Public Relations support for our Dealer network.

Daily immersion in Social Media programs and participate in strategic development, optimization, execution and reporting. Help increase awareness, share of voice, sales and reporting while also supporting retailers by driving consumers to local dealers for help, sales and classes. Responsible for publishing, creating, pushing and answering posts across social media platforms while keeping and improving benchmark results. Optimize customer experience through social media platforms. Manage and develop ideas for cost efficient programs and promotions within budget allocations though insightful, actionable consumer and retailer market insights. Support dealer's social media and PR.

We are looking for a Social Media Specialist with a strong and positive online presence and genuine voice.

- Must have experience in managing social media platforms for businesses.
- Solid understanding of social media platforms, their differences and benefits
- Experience and functional understanding of Photoshop, Light Room and Adobe Premiere
- Analytical and ability to create reporting on programs and promotions
- Strong writing skills
- Self-starter with a positive attitude
- Strong focus but ability to multi task while working well in a team environment
- Sewing and Quilting Experience a plus
- Video editing and creation a plus

Responsibilities:

- Reports to Marketing Manager
- Ability to manage the following platforms: Facebook, Instagram, Pinterest and the blog
 - Monitoring, answering questions, engaging with the social media community, content posting
- Content development
- Support and input in content strategy
- Create and manage yearly events/special days/holiday calendar for all social media platforms
 - Propose and create social media content such as blog posts, social media posts, and contest posts based on calendar of events
- Create and manage yearly Social Media Editorial Calendar
- Contribute to quarterly/yearly Social Media program planning sessions/meetings
- Participate in platform such as Curalate training/management

WeAllSew Blog Content Specialist/Technical Editing

- Content management:
 - create new blog content to round-out WeAllSew article mix to create a well-rounded sewing blog, and stay on top of trending projects, topics, and techniques
 - contribute to new blog content in the form of sewing specific tips, techniques, and projects to be created by larger blog team (Ambassadors, Education, etc.)
 - propose highlighting/creating new blog content coordinating with special days/events/holidays
 - contribute ideas for new content in the form of Made to Create/Education created materials
- Technical Editing:
 - proof/edit blog posts for technical accuracy as needed
 - update/rewrite blog posts for technical accuracy as needed
- Blog management:
 - assist with vetting/identifying partners for BERNINA Blog Ambassador program
 - assist with blog layout and feature planning/testing
 - uploading blog content as needed
 - creating blog e-newsletters as needed
 - answering fan questions/comments and Customer Service issues as needed

Facebook Management:

- Administration of content related to and posted at the BERNINA USA Fan Page as listed in Social Media Editorial calendar and as directed
- Generation of original content (outside of BERNINA USA content) to engage fans in the form of sewing tips, quotes, photos, polls, or similar engaging posts
- Daily administration of Fan Page communications in the form of Direct Messages, Comments, and @Tagged content by Facebook users (comments, questions, issues)
- Reporting/testing/use of new Facebook and Fan Page features as needed
- Reporting statistics, trends, or issues related to Facebook on a weekly basis

Pinterest Management:

- Long term strategic planning related to overall account, boards, sub-boards, trends (looking at relevancy of boards, adding new boards where needed, etc.)
- Create and manage master Pinterest pin spreadsheets to track content and facilitate re-pinning
- Creation and tracking of pin content from the WeAllSew blog to all BERNINA USA Pinterest boards
- Collaboration of Pinterest graphics and creation and tracking of pin content from WeAllSew to our shared Group boards
- Daily administration of Pinterest fan comments and direct messages
- Reporting/testing/use of new Pinterest features as needed
- Reporting statistics and other related information on a weekly basis

Instagram:

- Administration of content related to and posted at the BERNINA USA Instagram feed as listed in Social Media Editorial calendar and as directed
- Daily administration of Instagram communications in the form of Direct Messages, Comments, and @Tagged content by users
- Reporting/testing/use of new IG features as needed
- Reporting statistics, trends related to IG on a weekly basis