

## **Stan's Brand Content & Social Media Manager Job Description**

With a demonstrable passion for social media and content creation, the Brand Content & Social Media Manager at Stan's is the driving force behind the brand's online presence. This role delves into the heart of the Stan's brand, its community, and its products, crafting a vibrant social media strategy and dynamic content plan that resonates, inspires, and delivers results. By developing and championing Stan's online persona, this manager becomes the heartbeat of our digital presence, enhancing brand awareness and fostering a lively, engaged, and eager online community. This position demands a blend of creativity, strategic thinking, and focused execution to ensure every post, photo, video, article, and story reflects the unique spirit of how Stan's improves the ride for everyone.

### **CORE ATTRIBUTES**

- *Professional* – You're a pro at everything you do, even when nobody's looking.
- *Communicator* – You are a storytelling ace, effortlessly articulating the point through vibrant dialogue across all mediums – words, photos, video, and IRL.
- *Motivated* – You're a self-starter with unwavering tenacity. Inherently taking ownership, you are determined, results-driven, and passionate about staying ahead of the curve.
- *Technophile* – Technology, and what you can do with it, is a central part of your life.
- *Social-native* – You are two steps ahead of the latest social trends. TikTok, Instagram, Facebook, YouTube and whatever is coming next. You create the content and know the medium like the back of your hand.
- *Connector* – Always putting the customer first, you have mastered the art of creating genuine connections and lasting partnerships.
- *Creative* – You are a marketer, maker, storyteller, creator, and an out-of-the-box thinker. You enjoy the process and relish the unique details.
- *Collaborator* – Team player, confidant, partner. You are a constant. A dependable, trusted counterpart.

### **RESPONSIBILITIES - What you'll do**

Reporting to the Director of Global Marketing, the Brand Content & Social Media Manager is responsible for creating content produced in-house or wherever the road or trail leads. Additionally, you will be responsible for soliciting, organizing, and posting content produced by agencies, ambassadors, teams, athletes, and other outside partners. You will also monitor our brand voice across all company social media channels. Expect to make good use of your photo, video, and writing skills on a daily basis, too. Of course, you'll maintain a positive attitude and professional approach to both internal and external communications and demonstrate a willingness to take responsibility and work to improve continually.

Generally, as Brand Content and Social Media manager, you are expected to continually collaborate, create, curate, coordinate, and communicate.

More specifically, your responsibilities include:

### **Social Media**

- Demonstrate an in-depth understanding of current and emerging social media channels and audiences, including (but not limited to) Instagram, Facebook, YouTube, TikTok, LinkedIn, etc.
- Create and maintain a detailed, responsive calendar to prepare and execute social media posts and other content deliverables. We expect to see daily postings and constant engagement.
- Own public-facing communication across all current and future social media channels and engage responsibly with the public via social comments, shares, and posts in a way that reinforces the positive perspective of Stan's brand.
- Build and manage social media audiences to optimize reach, engagement, and brand loyalty.
- Gather, catalog, and schedule social media content related to brand and product mentions in both print and digital media, product reviews, and current cycling news that relates to the brand. Additionally, you'll utilize content generated by in-house teams, events, sponsored riders, and industry partners. You'll also post content created by you...see below.
- Create a dialogue and process with the Customer Service team to diplomatically and quickly address product issues raised through social media channels.
- Prepare regular reports demonstrating effective reach, consumer engagement, and optimal channel use - taking actions to consistently improve metrics.

### **Content**

- Assist in the creation and management of digital and traditional brand content and marketing assets as directed by the Director of Global Marketing. This includes, but is not limited to, the creation and organization of new product videos, product photography, product informational guides, website content, social media content, email newsletters, and other marketing collateral.
- Think of the story. Get the story. Create the story. Share the story. Interviews with athletes and teams. Company and product news. Work with event promoters. Partner with industry connections. Share the vision with videographers, and photographers.
- You are charged with developing and presenting your ideas to create unique content for use on stans.com and across all public-facing platforms.
- Plan and coordinate photo and video shoots with athletes and teams, agencies and Stan's staff, photographers and videographers, studios and on-location.

- You'll also shoot photos and videos in various settings – studio, on-location, and on the fly.
- Provide support and tactical execution of all marketing initiatives and strategize with stakeholders to create continuous improvement

### **REQUIREMENTS - What it Takes**

The best Brand Content Creators and Social Media Managers are enthusiastic, socially-savvy goal-setters and -getters with a pulse on the latest digital trends and a drive to take our brand to the next level.

Minimum Required:

This role is based in our State College, PA location. Planned and executed with the Director of Global Marketing, this is a hybrid role (requiring a minimum of three days in the office).

- 2+ years of professional experience managing social media content and engagement
- Excellent written and verbal communication skills
- You're an expert with cameras, shooting, editing and sharing – stills and video
- Strategic thinker with exceptional organizational skills
- Intermediate to advanced knowledge of modern mountain, gravel, and road bicycles and the cycling community
- Proficient user of Adobe Photoshop and Illustrator, Microsoft Office, and/or Google G Suite
- Customer-focused social media engagement expertise
- Ability to quickly learn and adapt in a fast-paced environment
- Willingness to occasionally travel to significant trade events, races, cycling festivals, and on-location product shoots.

Preferred:

- Adept at using Adobe Premiere Pro, Premiere Rush, Lightroom, and InDesign
- Knowledge of, and/or experience with, podcasting
- Asana or similar project management application experience
- Working knowledge of Klaviyo

### **Salary & Benefits**

Aside from working with a staff of passionate cyclists in a fantastic location for riding, you can expect a salary range for this full-time position to be between \$50,000 and \$66,000 depending on experience and qualifications. Additionally, Stan's offers competitive benefits that include healthcare, medical, dental and vision insurance coverage, an attractive vacation and time off

policy, and an investment package that includes retirement and a Roth 401(k) with employer contribution. And as a Stan's team member you're qualified for many outdoor industry employee purchase programs.

### **To Apply**

- Send an email to [jobs@stans.com](mailto:jobs@stans.com) with "Brand Content & Social Media Manager" as the subject line.
- Include: resume, cover letter, and links to some of your previous work that illustrates how you'll approach to this position

### **OUR COMPANY**

#### **Our Commitment to You**

Your success is our success. At Stan's, real support means more than standing behind our products. It means supporting those who use those products, trails, roads, courses, routes, and causes that matter to them. We value our employees and are committed to their success and growth. We are committed to our team, customers, and community.

We are also advocates for employing a diverse workforce. Qualified applicants will receive consideration regardless of race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.