



Position Description

Position Title: Social Media Marketing Specialist
FLSA Classification: Non-exempt

Department: Marketing
Approved By: President

Reporting Relationships

Position Reports To: Chief Marketing Officer
Positions Supervised: None

Position Purpose

Sudsies has been serving discerning dry-cleaning guests from Miami-Dade, Broward, and Palm Beach Counties for over two decades. Sudsies is looking for a Social Media Marketing Specialist with a focus on luxury fashion Social Media Management and Social Media Strategy. This person will split their time between creating/posting engaging brand compliant communications, overseeing campaign strategies, and day to day management the social media accounts.

Essential Functions

1. Act as a storyteller for Sudsies
 2. Create compelling brand compliant visuals and copy for all social media channels.
 3. Post compelling brand compliant content daily on Facebook, Instagram, and LinkedIn
 4. Build relationships by commenting on, following and otherwise engaging with affinity social media accounts (e.g. Designer and luxury fashion brands, media outlets, influencers, etc.).
 5. Routinely attend and document events in order to generate social media communications.
 6. Manage all social media channels, including main Facebook, Instagram, and LinkedIn.
 7. Design and implement quarterly direct mail newsletter and weekly online newsletter.
 8. Develop, maintain, and implement a strategic communication calendar.
 9. Establish and maintain affinity social media outreach and online PR.
 10. Prepare monthly social media marketing reports for the CMO.
 11. Establish and maintain positive working relationship with local media.
 12. Performs other related duties as assigned by Supervisor.
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Performance Measurements

1. Incremental increase in social media engagement.
2. Incremental increase in users following each social media channel.

3. Increased visibility/sharing/reposts for Sudsies in each social media platform.
 4. Create effective communications that comply with the Sudsies brand guidelines.
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Qualifications

Education/Certification:

- Associate degree in marketing, Communications or related field.
- Minimum two years' experience in social media marketing, preferably in the luxury or fashion sector, or equivalent experience.
- Experience with storytelling, planning and executing a social media marketing campaign.
- Knowledge of Canva and Adobe Suite preferred.
- Extensive knowledge of social media platforms, including Facebook, Instagram, LinkedIn, and Tik Tok, including editing video and overseeing marketing and ad campaigns.
- Experience with photography and video production a plus.
- Experience with postproduction photography, audio, and video a plus.

Required Knowledge:

A clear understanding of social media platforms, social media user segments, and social media reporting tools.

Experience Required:

One (1) year relevant experience or any equivalent combination of education and experience that demonstrates ability to do the job.

Skills/Abilities:

- Communication Skills – excellent at informing, listening, presenting, writing, and oral communication.
- Leadership Skills – problem solving, decision making and delegation.
- Relationship Skills – meeting skills, networking, relationship building, establishing, and maintaining effective working relationships with the Sudsies team, influencers, community groups, and agencies.
- Highly organized, detail orientated, self-initiator able to handle multiple projects simultaneously in a very fast-paced environment.
- Work independently.
- Make independent judgments which have moderate impacts on the organization.

Physical Activities and Requirements of This Position

Finger Dexterity: N/A
Talking: N/A
Average Hearing: N/A
Repetitive Motions: N/A
Average Visual Abilities: N/A
Physical Strength: N/A

Working Conditions

Shop Environment: N/A

Mental Activities and Requirements of This Position

Reasoning Ability: N/A
Mathematics Ability: N/A
Language Ability: N/A

Intent and Function of Job Descriptions

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included.

Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive.

Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be

made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

I have read the above job description and understand its requirements. I am able to perform these functions with _____ without _____ reasonable accommodation. If accommodation is required, please describe what accommodations need to be made in the space provided below.

Supervisor Signature

Employee Signature

Worksite/Location

Date