

## **Content & Social Media Marketing Coordinator – Plano, TX**

### **A Little About Us:**

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10 –year warranty. Springfree is part of goba Sports Group, committed to encouraging people to Go Outside and Be Active.

Springfree Trampoline has retail stores in 6 cities in the US as well as several pop-up locations. We are also available for sale via our website, national e-tailers and retailers as well as Amazon. Our USA office is located in Plano, Texas; our Corporate Headquarters are located in Toronto, Canada. We also have offices in China, Australia and New Zealand.

### **What You'll Be Doing:**

We are looking for a Content and Social Media Marketing Coordinator who will be responsible for executing marketing programs and creating relevant and authentic conversation with Springfree fans - setting goals and tracking progress of the organization's social platforms to improve our brand awareness, online reputation and build the fan base. You will be responsible for the gathering/vetting/development and distribution of brand content across social channels. You will use your writing, technical and creative skills as a key member of the US marketing team.

### **Job Highlights:**

- Manage, execute and effectively communicate marketing initiatives for the US business
- Lead and maintain the development of the annual content calendar for social media, influencer, brand and email marketing channels – both at the national and local level
- Execute the social media plan and be at the forefront of social media news, updates and technology advances
- Leverage web analytics, customer research, competitive analysis and seasonal sales trends to put the content in front of our customers at the right time
- Integrate with all channels of marketing (social media, SEO, content marketing, email, print and digital marketing) in close collaboration with the Growth Marketing team.
- Actively engage in social media conversations with followers and influencers. Create, observe and respond to all conversations in an engaging, creative and personalized way. This also includes responding and managing negative comments. Identify and re-post UGC content.
- Engage our prospective and existing audience to share the Springfree love, products, programs, services and USP's.
- Guide the customer down the sales funnel via test and learn tactics for content optimization – including both messaging and media format
- Assist in Influencer and PR relations
- Write and post blogs on our website and collaborate with the Growth Marketing team for distribution strategy to drive traffic to the website.
- Apply SEO concepts in all content development/distribution process as applicable.
- Support local markets with training and execution of tactics in their social media channels (e.g. Facebook local pages).

### **What You'll Bring:**

- You are social, curious and love engaging audiences and building friendships
- You love Springfree Trampolines – this job includes a free trampoline for your family
- You have writing and editing skills that will engage an audience as well as a creative mindset.
- Analytical skills that allow for understanding and drawing key implications from Social Media KPI measurement tools
- You have a passion for staying current with the latest digital marketing trends
- You are effective under pressure and have excellent communication skills, written and verbal
- You are self-motivated, confident, energetic, with an ability to deliver creative and innovative ideas
- You have a Bachelor Degree or Community College Diploma/Certificate/Associate Degree
- You have qualifications in marketing, journalism or public relations and a minimum of 2 years demonstrated experience including social, digital and other PR platforms
- You have a strong understanding of Social Media Platforms (FB, IG, Twitter, LinkedIn, Pinterest, YouTube, etc.) and a passion for learning about new platforms as they develop into opportunities to engage with the Springfree Audience
- You've got a entrepreneurial mindset with ability to identify and act upon original branding and creative opportunities in social media platforms
- If you have Retail Experience and/or Children's Product Experience, this is a plus
- If you are an influencer or podcast owner in your own right – major plus!