



Social Content Producer

Marketing Team - FT

JOB DESCRIPTION:

Saalt is looking for a full-time social content producer to plan, create and execute content to incite engagement with Saalt communities on all social platforms. Saalt brings periods out of the dark ages with stigma-breaking branding and an industry-leading product line that is pioneering the way to bring sustainable, clean period care to the mainstream consumer. As the social content producer, you'll work directly with our Outreach & Social manager to make the Saalt brand ubiquitous in the sustainable period care industry through planning, creating and executing content on Saalt's social media platforms.

COMPANY DESCRIPTION:

At Saalt we create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month! We do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is. As a certified B Corp, we're dedicated to using business as a force for good by empowering women worldwide through menstrual health education and period cup donations to keep girls in school and enable women to pursue their dreams in emerging countries. We believe periods should end sentences, not opportunity. Based in beautiful Boise, Idaho.

www.saaltco.com

The following attributes in a candidate are essential to success in this role:

- Highly creative with a sharp eye for details — You pore over art, graphic design, photography, and social trends for information and inspiration.
- Strong knowledge of design elements and principles — You understand the systems of graphic design in order to create work that is both aesthetically pleasing and effective.
- Big picture, little picture -- You have a strategic vision in conjunction with tactical planning. Develop short- and long-term plans with defined goals, roles, priorities, and timelines.
- Project Management — Work ethic, responsiveness, and results orientation matter in every role at Saalt. With everyone driving hard to achieve the company's goals, it is critical to have strong project planning skills.
- Collaboration — Work with marketing team to brainstorm, plan and execute social media strategies to support campaigns and launches.
- Communication — You are comfortable working with all business strategy managers throughout the creative process to meet campaign objectives and timelines.
- Disruptor -- You are comfortable talking about menstruation and encourage others to begin the conversation

RESPONSIBILITIES:

- Plan upcoming social media initiatives and strategies, including marketing campaigns, retail and product launches
- Create effective design solutions for social content to support brand and marketing campaigns
- Perform photo and video editing tasks as needed

- Manages the scheduling and posting of all social content to relevant social media channels daily (Instagram, Facebook, Twitter, LinkedIn, Youtube, Pinterest)
- On call to capture and/or publish real-time content from office or social events
- Conduct weekly scrums with creative director and outreach/pr manager individually to touch base on social media initiatives
- Attend and contribute to weekly social media meetings
- Ensures that all social media channels are optimized on a frequent basis and makes suggestions for improvement on a quarterly basis
- Gathers User Generated Content, UGC, for retargeting campaigns
- Maintain Saalt's high creative standards
- Must write and design on Brand and be open to feedback from Creative Director and Outreach & Social Manager
- Research and monitor both branded and industry relevant hashtags
- Develop system for reporting and analyzing social media initiatives and identify key trends and areas of improvement

QUALIFICATIONS AND SKILLS:

Bachelor's Degree

Strong design aesthetic

Creative writing skills

Process and take action on creative feedback

Highly collaborative

Task Management

Organized with attention to detail

Responsible by nature

Working knowledge with social media platforms: Instagram, LinkedIn, Twitter, Facebook, and Youtube

PREFERENCE GIVEN TO:

1-2 years of professional Social Media experience

Experience in Adobe Creative Suite and social media designs tools

COMPENSATION:

Competitive salary, benefits, and profit-sharing.

PERKS :

Flexible Work Schedule - Hours flex between 7-7 pm, M-S

Team Events

Casual Dress Code

Flexible PTO

Health Insurance

Dental/Vision/Hearing/Life

In-house Preschool

Wellness Bucks