Associate Digital Producer  
Kickline Creative  

Do you love developing and executive upon digital strategy for brands? Are you a “people person” who is also a pop culture junkee? Do you get excited by rolling up your sleeves and being involved in all aspects of launching and evolving a brand – from site creation to social media promotion to video shoots?

Kickline Creative is seeking an enthusiastic Associate Digital Producer (contractor) to be part of a new growing team working with on Digital Strategy for an assortment of exciting brands.

Producer Responsibilities:

• Strategy & Account Management  
  o Develop strategic plans for content across all platforms (site, blog, social media networks)  
  o Maintain schedules  
  o Track content creation from clients

• Blog-related  
  o Enter (write/tweak/edit), format and publish content (text, photos and videos) into content management systems

• Graphics  
  o Create/Design/Update blog & social media graphics using Photoshop

• Video  
  o Shoot, edit and post videos (using Final Cut Pro X or similar)  
  o Familiarity with apps & related software for creating attention grabbing short form videos

• Social Media Platforms  
  o Have solid experience with Social Media platforms including Facebook, Twitter, YouTube, Google Plus, Vine, Pinterest, Tumblr, & Instagram and understand (and have an opinion on) the pros and cons of using each  
  o Keep up with the latest social media trends in order to shape content

• Analytics & Reporting  
  o Utilize social media analytic tools like Buffer, Hootesuite, Social Sprout, and other similar tools.  
  o Constantly monitor and creatively evolve content based on audience reaction and analytics.

• Plusses  
  o Experience launching Wordpress sites a plus  
  o Understand and implement SEO strategies
Qualifications:

• Bachelors degree

• 1-2 years of professional social media marketing and community building experience. Entertainment experience is a plus.

• Experience with
  o Wordpress
  o Photoshop or similar photo editing programs
  o Final Cut or similar video editing programs
  o MS Word, Powerpoint, Excel
  o The Latest apps for creating engaging short form content

• Familiarity with Facebook, Twitter Analytics, Google Analytics and ability to use information from these platforms to measure social media successes.

• Strong organization & documentation skills (i.e. presentations, monthly reporting)

• Innovative and creative copywriting and proofreading skills.

Please submit your portfolio including URLs or samples that reflect work to matt@kicklinecreative.com

About KICKLINE CREATIVE
Kickline Creative is a media company that develops longterm emotional relationships between highly-engaged fans, influencers and the brands that love them.
Chief Executive & Chief Creative Officer Matt Rosler.
For more information, visit http://www.kicklinecreative.com