

Associate Digital Producer Kickline Creative

Do you love developing and executing upon digital strategy for brands? Are you a “people person” who is also a pop culture junkie? 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, Hootsuite, Social Sprout, and other similar tools.
 - o Constantly monitor and creatively evolve content based on audience reaction and analytics.

- Pluses
 - 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>