



Social Media Manager (Part Time Position)

WHY HALF FULL?

At Half Full Brewery, we are a mission-focused, mindset-first company that believes that together we can make the world a more positive place. This “Together We Can” mission is carried out daily by dynamic individuals who literally and figuratively wear our FABRIC, people who wear our merchandise like a badge of honor and are Fun-loving, Audacious, Brilliant, Restless, Impactful and Collaborative. Together, we believe we can change the world and we rely on our crew to help us carry out this mission in their own unique ways throughout their work every day.

POSITION SUMMARY:

The Social Media Manager is a highly motivated, creative individual with experience and a passion for connecting with current and future customers. That passion comes through as he/she engages with customers & content on a daily basis, with the ultimate goal of turning fans into customers through engaging & quality content creation.

As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company’s views creatively. An essential component is communicating the company’s brand in a positive, authentic way what will attract today’s modern, hyper-connected buyers.

RESPONSIBILITIES:

- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Collaborate with other teams, like marketing, sales and brewing to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Suggest and implement new features to develop brand awareness, like promotions and competitions

- Stay up-to-date with current technologies and trends in social media, design tools and applications

REQUIREMENTS

- Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Untappd, etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Have a background in photography & be able to demonstrate this skill

COMPENSATION:

- Compensation will depend on experience
- Access to employee discounts on products, events and merchandise

There is also the benefit of joining a team with the opportunity to inspire others to lead a passionate lifestyle, build a meaningful and growing company and encouraging others to live their life "Half Full".

If you are interested in this position please apply at callings@halffullbrewery.com