



Marketing & Social Media Coordinator

Who's There Group

Are you creative, upbeat, smart, and productive? Do you know the difference between “your” and “you’re”? Are you out in the world doing fun, interesting things? Do you hate stifling workplaces and the social pressure to wear suits? Then we want YOU.

We are the Who's There Group—Knock Knock and Emily McDowell & Friends—entrepreneurs who've gotten it DONE (and are still getting it done). We create witty, design-driven gifts and books, along with anything else that might strike our fancy. About fifty of us do everything from conceptualizing, writing, and designing our books and gifts to overseeing the all-important logistical dynamics of manufacturing, sales, marketing and distribution. And we're growing! We are looking for a Marketing & Social Media Coordinator to join our marketing and digital department.

Here are some of the qualities we're looking for:

- Appreciation and exuberance for gift products, stationery, and books
- High level of creativity
- Energetic, positive attitude
- Great sense of humor
- Proactive nature
- Ability to take constructive feedback and pivot accordingly

If this sounds like you, then please read all the official stuff below and get in touch. We want to hear specifically why YOU want to work with US, and why WE want to work with YOU. Tell us your story in your awesome cover letter. We don't look at resumés that come in without one, and an awesome cover letter will demonstrate that you looked at our websites and social media feeds.

What You'd Be Doing:

- Manage and organize social media content calendars for Who's There Group brands (Knock Knock and Emily McDowell & Friends), including selecting potential product to be featured, coordinating with photographer for imagery and freelance writers for editorial, and scheduling posts after copy is written.
- Coordinate the work of external social media copywriters, providing guidance as needed to achieve post and/or campaign objectives.
- Coordinate social media creative assets and content among internal team members, such as photographer/stylist, designers, and production team,



managing deadlines and keeping focus and goals clear.

- Manage the day-to-day of WTG brands' Instagram accounts—create and post IG stories, respond to inbound social messages and brand mentions, and engage with brand advocates and customers.
- Coordinate all social media giveaways and oversee the distribution of prize packages.
- Cross-post content from IG to platforms such as Facebook, Pinterest, and Twitter.
- Research and coordinate potential influencer and partnership opportunities.
- Maintain various marketing databases, reports, and calendars, regularly reporting on them to the team.
- Support the work of WTG's external PR agency, managing product mailings and keeping track of inventory as needed.
- Provide general admin assistance to the marketing department, such as shipping packages, composing initial creative briefs and/or meeting agendas, taking notes, and setting up meetings. Anywhere extra support is needed, the Marketing and Social Media Coordinator jumps in!
- The Marketing & Social Media Coordinator reports to the Sr. Marketing Manager and will interact with all members of the marketing and digital teams, as well as having some contact with the creative, editorial, sales, and production departments.

Characteristics You'll Embody While Doing It:

- Bachelor's degree in marketing, communications, business, or relevant experience and/or interest.
- 1-2 years of experience in a social media, content management, digital marketing, or similar role.
- Expert fluency in social media platforms (Instagram, Facebook, Pinterest, YouTube, Twitter, LinkedIn) and posting platforms (Sprout Social). Bonus: experience with additional channels: Snapchat, Giphy, Shopify, or others.
- Strong project management skills (this is critical!).
- Ability to clearly communicate campaign/post objectives, and passion to run with next steps on any given project.
- Fluent in Microsoft Office (especially Word and Excel) and facility with computers overall. Experience in Adobe Creative Suite is a plus.



- Proficiency with Google Analytics and social media data reporting and analysis. Ability to compile reports on key performance indicators and summarize insights.
- A hyperactive creative mind that is overflowing with captivating content ideas for social sharing.
- Able to multitask in a fast-paced environment while functioning as a member of a highly collaborative team.
- Quick decision-making and good judgment.
- Strong team spirit, integrity, and a sense of humor.

If you're interested, please peruse our social channels and our websites at knockknockstuff.com and emilymcdowell.com. Send your cover letter (mandatory! why do YOU want to work with US specifically?) and resumé to: jobs@whosthere.com with subject line: **MARKETING & SOCIAL MEDIA COORDINATOR**. We offer competitive compensation and benefits. EOE. No phone calls, please.