



Social Media Coordinator

Overview: Northern Outdoors, a premier adventure resort in The Forks, Maine, is looking for a creative and detail-oriented Social Media Coordinator to join our team. This role is responsible for managing our social media presence across various platforms, creating engaging content, and interacting with our online community. This role requires a strong understanding of social media platforms, excellent communication skills, and the ability to monitor and maintain our online reputation.

Responsibilities:

- Work with direct supervisor to develop and implement a comprehensive social media strategy to increase brand awareness, engagement, and followers.
- Create and curate engaging content, from ideation through shooting, editing, and posting on Facebook, Instagram, YouTube and LinkedIn.
 - Northern Outdoors: Facebook, Instagram, LinkedIn, YouTube
 - Kennebec River Brewery: Facebook, Instagram
- Ensure all social media content aligns with the brand voice and visual identity of both Northern Outdoors and Kennebec River Brewery.
- Monitor social media channels for comments, messages, and mentions, and respond promptly and professionally.
- Engage with our online community by liking, commenting, and sharing user-generated content.
- Collaborate with the marketing team to align social media efforts with overall marketing objectives and campaigns.
- Plan and execute longer-form media that can be used on Youtube, in email marketing campaigns, on website, etc. that showcases different aspects of our company and offerings.
- Analyze social media insights and metrics to track performance, identify trends, and optimize content strategy accordingly.
- Stay up-to-date with industry trends, platform updates, and best practices in social media marketing.
- Manage online reputation by promptly addressing any feedback or reviews, and fostering positive interactions with our audience.

Qualifications

- 2+ years of relevant working experience
- Experience in customer service and community engagement.
- Well versed in social media tools, including Facebook, Instagram, LinkedIn and YouTube, and an interest in staying up-to-date with the latest social media trends and technologies.

- Excellent written and verbal communication skills, including editing and proofreading, with a keen eye for detail and creativity.
- Ability to work independently and as part of a team, with excellent time management and organizational skills.
- Ability to create real-time content and work flexible hours including evenings, weekends, and event schedules.
- Comfortable and excited to spend time outdoors on rivers and trails as part of content creation and brand storytelling.

The ideal candidate will also have:

- Bachelor's degree in marketing, communications, outdoor rec, business, hospitality, or other related field.
- Strong understanding of social media management and related tools (Meta Business Suite, Ads Manager, Loomly or other scheduling app, video editing, etc)
- Familiarity with design tools (Canva, Photoshop, Final Cut/Video editing tool)

Job Details:

- Position is on-site in The Forks, Maine and the candidate must be located within reasonable traveling distance. Employee housing is possible.
- Part time, year round position at approximately 16-20 hours per week, with flexible schedule but occasional required events and meetings.
- Starting at \$20 per hour, with pay commensurate with experience and qualifications.
- Opportunity for expanded hours and increased compensation based on performance and additional responsibilities. Position can be full time on hire if worked in conjunction with other part time roles at Northern Outdoors, such as whitewater raft guide, guest services, housekeeping, and/or restaurant (cook, server).
- Additional benefits include employee discounts on food, beer, retail, lodging and rafting at Northern Outdoors.
- Full time, year round candidates are eligible for PTO and matching company IRA after vesting period.

Interested in applying? Please submit resume and cover letter to Emily Yearwood, at emily@northernoutdoors.com, with subject: Social Media Job Posting. As part of the application process, please include the following:

- 2 post concepts for Instagram and/or Facebook. Identify the goal of each post (brand awareness, engagement, bookings, etc).
- 1 reel concept
- 1 story sequence idea (3–5 slides)